

AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture
Chief Exponent Of The American Nursery Trade



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Monthly by the American Fruits Publishing Company, Inc.



Vol. XXXIII

ROCHESTER, N. Y., APRIL, 1921

No. 4

Painesville Nurseries



The Storrs & Harrison Company

Established
1854

NURSERYMEN FLORISTS SEEDSMEN 45 Greenhouses
PAINESVILLE, OHIO. 1200 Acres

A Complete Variety List

—OF—

**ORNAMENTALS, FRUITS, EVERGREENS
ROSES
CLEMATIS and HERBACEOUS PLANTS**

FOR

NURSERYMEN	ORCHARDISTS
DEALERS	GARDENERS
LANDSCAPE ARCHITECTS	

Lowest Prices Consistent With Quality

Our office and nurseries are situated on the Rochester and Eastern R. R. only one and one-half hours from Rochester.

W. & T. SMITH COMPANY

THE GENEVA NURSERY

1000 Acres GENEVA, N. Y. 73 Years

A Complete Variety of Nursery Stock

60,000 Norway and American Elm,

fine stock in car lots or less.

C. M. HOBBS & SONS

BRIDGEPORT,

IND.

AS SURE AS YOU ARE A FOOT HIGH

many items will be out of the market just when you want them. So why not get our Bulletin right now, a postal card with business address will bring it, and you must be interested in the following:

APPLES, a general list—good kinds too.
PEARS, big quantity Bartlett. Also other varieties, 3 yr. old. Fine for retail trade.
DWARF PEARS too, at right prices.
CHERRIES, not long on—mostly sour varieties.
PEACHES, take no back seat in growing this item. Lots of Alberta and Carman.
ORNAMENTAL TREES, Norway, Silver and Ash Leaf Maples, from 6 ft. up to 15 ft. high.
EVERGREENS, about cleaned out, except Arbor Vitae—a good quantity from 12 in. up to 6 ft.
BERRBERRY THUNBERGII, you know we are the largest growers in the world, 18/24 in., grade. Also seedlings.
CALIFORNIA PRIVET, some nurseries say it is out of the market—come to us—can offer you 2-3 ft., 6/12 in., 3/4 ft. grade at very low prices.
AMPELOPSIS VEITCHII, 2 yr. No. 2, at low price. Also Seedlings at very low prices.
ORNAMENTAL SHRUBS, you should see our list before you buy.
ROSES, Climbing and H. P., a long list of scarce kinds.

Please let us hear from you if you want SERVICE and GOOD STOCK this Spring. WE CAN SERVE YOU RIGHT.

C. R. BURR & CO.,
MANCHESTER, CONN.

Princeton Products

are

Ornamental

Trees, Shrubs and Evergreens of high grade for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

April first

1921

The Monroe Nursery

Established 1847

Offers a fine stock of

Cuthbert Raspberries
Spirea Van Houtte
Other Ornamental Shrubs

Will be pleased to quote on your list of wants

I. E. ILGENFRITZ' SONS CO.
MONROE, MICH.

Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated
Graft and Stock Planter and Firmer

**American Nurseryman Directory of American Plant Propagators
Listing Nursery Concerns which Specialize in the
Production of Young Stock, including that Which
Has Heretofore Been Imported**

The American Plant Propagators Association, Organized in 1918, Will Hold Its Third Annual Meeting in Chicago, Ill., June 22, 1921. Membership Open to All American Propagators, F. W. von Oven, Naperville, Ill., Secretary

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION ALSO IN THE "AMERICAN NURSERY TRADE BULLETIN"

Complete Stock of
YOUNG EVERGREENS

ALSO
Trees, Shrubs and Vines
for lining out

Write for Wholesale Price List.

THE D. HILL NURSERY CO., Inc.
Evergreen Specialists, Dundee, Illinois.
Largest Growers in America. Box 402

GET NEXT
★ STAR ROSES
Oak Brand Shrubs
American Pedigree Cannas
The CONARD & JONES CO. ★ WEST GROVE,
Penn., U.S.A.
ROBERT PYLE, Pres. A. WINTZER, V-Pres

MY SPECIALTY IS
Moore's Early Grape Vines

I plan to produce a superior quality during the coming year. Due announcement will be made when stock is ready.

Fifty Years a Nurseryman
CHARLES M. PETERS, Salisbury, Md.

EVERGREENS

SEEDLINGS and TRANSPLANTS
FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE, - - - - - CONN.

BERRY PLANTS

5000 Marlboro No. 1 suckers at \$16.00
5000 Cuthbert No. 1 suckers at 18.00
3000 St. Regis No. 1 suckers at 18.00
1000 Herbert No. 1 suckers at 20.00
5000 Plum Farmer No. 1 tips at 20.00
2000 Snyder No. 1 suckers at 25.00
500 Blowers No. 1 suckers at 35.00

Will exchange for currants, grapes and lining out stock if price is right.

GEO. D. AIKEN
PUTNEY, VERNONT

ESTABLISHED 1886
Naperville Nurseries

Growers of
**TREES EVERGREENS
SHRUBS PERENNIALS, Etc.
LINING OUT STOCK**

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE NO. 1.

SHRUBS -- TREES

A General Line of Ornamentals.

YOUNG STOCK—For Nursery Planting

We were among the first to produce our own goods. We are making young plants for others—why not for you?

Grown Right—Dug Right—Packed Right

AURORA NURSERIES
AURORA, ILL.

ROSA MULTIFLORA STOCK

Grown especially for our own Budding

Having more than our own planting warranted, we are in a position to supply you with the

RIGHT STOCK.

as it should be grown to have success.

Ask for Prices.

BOBBINK & ATKINS, - - - Rutherford, N. J.

EVERGREENS

Seedlings—Transplants—Cuttings
grown under glass

MILLIONS OF THEM

Also a list of Apple, Shade Trees, Hedgeplants, Shrubs, Vines, and Peony

Send for our latest wholesale list.

SHERMAN NURSERY CO.
Charles City, Iowa.

Twice-a-month

Nursery Trade Publicity

On the 1st and the 15th

**AMERICAN NURSERYMAN
NURSERY TRADE BULLETIN**

LINING OUT STOCK

Philadelphia Aures.

Spirea Anthony Waterer
Spirea Colosa Alba. Deutzia Gracilis
Weigelia Roses

AND A FULL LIST BESIDES

The Early Bird catches the Worm.
Better Place Your Order Early.

Onarga Nursery Company

CULTRA BROS., Mgrs. Onarga, Illinois

Bobbink & Atkins

Complete collection of Choicest Evergreens.

Complete collection of Broad-leaved Evergreens, such as Rhododendrons, Azaleas, Hollies, etc.

Boxwood, Bay Trees, Euonymous, etc.
Hardy Herbaceous Plants.
Hybrid Tea Roses, Bush and Tree Form.
Careful Inspection Invited.

Rutherford, NEW JERSEY

Now Is The Time

To secure your Lining Out Stock. We have a dandy bunch of Nut Seedlings; Pecans; English, Japan and Black Walnuts; Butternuts; Shellbark, Butternut and Pignut Hickory; American Hazelnut; Oaks in Variety. Trifoliate orange, Magnolia acuminata and a nice lot of other seedlings and shrubs.

Get our Trade List Now. Wholesale Only.

Atlantic Nursery Co., Inc.
BERLIN, MD.

Little Tree Farms

AT FRAMINGHAM, MASS.

Millions of Evergreens and Deciduous trees
Complete in grades and sizes.

WRITE FOR PRICE LIST

Firs, Junipers, Arborvitae, Pines, Spruces,
Maples, Ash, Oaks, Lindens, Elms, Etc.

AMERICAN FORESTRY CO.
15 Beacon Street, BOSTON, MASS.

"Quaker Quality"

Shades and Shrubs

Seeds, Peach for season 1921

J. Van. Lindley Nursery Co.,
POMONA, N. C.

MOUNT ARBOR NURSERIES

E. S. WELCH, President

125 Center St.

SHENANDOAH, IOWA.

We offer for the spring trade one of the largest and most complete lines of general nursery stock in the United States.

Fruit Tree and Rose Stocks

Mahaleb, French Pear, Manetti, Multi-flora and Rugosa Rose Stocks.

Forest Tree Seedlings

ROSES—Baby Ramblers, Climbing, Hybrid Perpetual and Tea.

A complete line of fruits as well as ornamentals.

Ask for spring trade list and bulletins.

PRODUCING AND SELLING Amundson Sphagnum Moss

is our business. We supply Nurserymen and Florists all over the U. S. with dry, clean, high grade sphagnum moss, direct from the sphagnum bogs of Central Wisconsin.

We sell carlots or less, for delivery now or later, at prices which it will profit you to learn.

Write for full information and quotations.

A. J. AMUNDSON COMPANY

Box 2

CITY POINT, WISCONSIN

Vincennes Nurseries

W. C. REED & SON, Prop., VINCENNES, IND.

310 Acres devoted to business

OFFER FOR SPRING 1921

Cherry, 2 year XX 7-8 up, 5 to 7 feet.
Cherry, 2 year 11-16 up, 4 to 6 feet.
Cherry, 2 year, 5-8 to 11-16, 4 to 5 feet.
Cherry, one year, Sweets and Sour, all grades.
Peach, one year, all leading varieties, strong on Elberta.
Apple, 2 year, leading varieties.
Standard Pear, one year, 4 to 6 feet and 3 to 4 feet.
Japan Plum or Peach, one year.
Hansen Hybrid Plum, one year on Peach roots.
Hardy Northern Pecans, Grafted Varieties.

Please submit list of wants for prices

Hill's Choice Evergreens

FOR IMMEDIATE DELIVERY

	Inch	100	1000
Abies Balsamea	o 4-6	\$ 4.50	\$ 30.00
Abies Balsamea	x 6-8	9.00	80.00
Abies Ts. Canadensis	x 4-6	13.50	125.00
Abies Douglasii	o 4-6	3.50	20.00
Abies Douglasii	x 6-8	4.00	25.00
Biota Orientalis	o 4-6	3.50	25.00
Juniperus Canadensis	o 6-8	6.00	50.00
Juniperus Canadensis	x 6-8	13.00	120.00
Juniperus Communis	xx 10-12	40.00	
Juniperus Communis	x 8-10	15.00	140.00
J. Sabina Horizontalis	o 4-6	9.00	75.00
J. Sabina Horizontalis	x 6-8	20.00	
J. Sabina Horizontalis	xx 10-12	30.00	
Juniperus Sabina	x 6-8	20.00	
J. Sab. Tamariscifolia	x 6-8	20.00	
Juniperus Virginiana	o 6-8	4.00	25.00
Juniperus Virginiana	xx 12-18	20.00	180.00
Juniperus Virginiana	xx 18-24	25.00	225.00
Juniperus Virginiana	xx 24-36	35.00	300.00
J. Virg. Kosteri	x 6-8	20.00	
Larix Europaea	o 10-12	3.50	20.00
Pachysandra Terminalis	x 6-8	6.00	50.00
Picea Alba	x 6-8	8.00	70.00
Picea Canadensis	o 4-6	5.00	35.00
Picea Canadensis	xx 10-12	25.00	
Picea Excelsa	x 6-8	5.00	40.00
Picea Pungens	o 4-6	5.00	37.50
Picea Pungens	x 6-8	10.00	90.00
Pinus Austriaca	o 4-6	5.00	35.00
Pinus Austriaca	xx 10-12	20.00	
Pinus Mugho	x 4-6	9.00	80.00
Pinus Mugho	xx 10-12	28.50	
Pinus Sylvesteris	o 6-8	3.00	18.50
Taxus Canadensis	x 10-12	12.00	100.00
Taxus Cupidata	x 6-8	25.00	
Thuya Occidentalis	o 6-8	3.50	18.00
Thuya Occidentalis	x 6-8	5.00	40.00
Thuya Occidentalis	xx 12-18	12.00	110.00
Thuya Occidentalis	xx 18-24	18.00	170.00
Thuya Compacta	x 6-8	15.00	120.00
Thuya Pyramidalis	x 6-8	11.00	100.00
Thuya Pyramidalis	x 8-10	13.50	125.00
Tsuga Canadensis	x 6-8	13.50	125.00

Each x indicates one transplanting
o Indicates never transplanted. Suitable for Bedding out.

Send for Trade List

The D. Hill Nursery Co., ^{Box 402} Dundee, Ill.

105 Years in the Nursery Business

GENERAL STOCK—Our propagation includes apple, peach, pear, plum, cherry, apricot, quince, grape vines, all small fruits, shade trees, shrubs, climbers, roses, garden roots, etc.

... SPECIAL ...

A Big Stock of Quality Shrubs

Everything is grown in large quantities. Our grades are dependable and we are generally prepared to quote to nurserymen nearly everything we offer to the retail trade, and prices are always in line with those of other reputable growers.

We will be glad to have a list of your requirements for the coming season. Doubtless there are some things that you can use that we have in surplus. Can also ship from our branch plants: Marionville, Mo.; Farmington, Ark.; Dansville, N. Y.; North Girard, Pa.; and Vincennes, Ind.

STARK BROS.

Nurseries and Orchards Co.,

LOUISIANA, MO.

AMERICAN NURSERYMAN—April, 1921

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

ADVERTISING—Advertising forms close on the 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Add ten cents unless bank draft, postal or express money order is used. Three years \$5.00, in U. S.

RALPH T. OLcott
Editor Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammeled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

NEUTRAL—This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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THE
PREFERRED
STOCKTHE
PREFERRED
STOCK

During our Spring shipping season orders are all handled P. D. Q. with us. We will ship same day order is received.

Are you covered on your wants and how about those shorts that are developing each day? Our prompt service will help you.

Bulletin No. 6 mailed March 31st. Be sure that you get a copy and look it over carefully. It probably lists the very thing you want. We produce high grade stock and sell it in wholesale quantities to the trade only.

Jackson & Perkins Company

NEWARK, NEW YORK STATE

THE
PREFERRED
STOCKTHE
PREFERRED
STOCK

SEND THAT WANT LIST
TO
CHASE BROTHERS COMPANY
THE ROCHESTER NURSERIES
ROCHESTER, N.Y.

Standard Apples, Pears, and Peaches, Dwarf Pears, Plum-On-Plum, Plum-On-Peach, Quinces, Sour Cherries, our own growing. Currants and Gooseberries, Ornamentals and Shrubs, Climbing Roses and Ramblers, Clematis Perennials

Surplus bulletin No. 4 now ready.
A post card will bring it.

QUALITY—SATISFACTION—SERVICE
A bale, a box or a carload.

Your Want List

Send it to us for quotations. We have an extra surplus of shrubs, including *Weigelia*, *Deutzia Gracilis*, *Viburnum Opulus*, and *Viburnum Plicatum*, also

Ampelopsis Veitchii, 2 or 3 year.

Clematis Assorted.

Climbing Roses.

Spirea Van Houttei.

Raspberries. Lots of 5,000 and 10,000

Cumberland.

WRITE FOR PRICES

ONARGA NURSERY COMPANY

CULTRA BROS., Mgrs. ONARGA, ILLINOIS

SURPLUS, January 1, 1921.

We shall be pleased to quote you prices.

50,000 Peach Trees

20,000 Sugar Maples 8-10, 10-12, 12-15 ft.

20,000 Silver Maples, 8-10, 10-12 and 12-15 ft.

1,000 Norway Maples. Large Size.

500 Pin Oaks. Large Size.

500 Red Oaks, 8-10 ft.

2,000 Magnolia Grand, 2-10 ft.

25,000 Cal. Privet, 1 and 2 yr. 18-24, 24-30 inch, also 4 yr. 4 to 8 ft.

Can use in exchange for the above, Shrubs and Evergreens.

W. T. HOOD & CO.

Old Dominion Nurseries.

RICHMOND, VA.

Chief Exponent of the American Nursery Trade

The American Nurseryman

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,
39 State St., ROCHESTER, N. Y.

Subscription Rates: \$2.00 per yr.; 3 yrs. for \$5.00
Canada and abroad: 50 cents extra per year

ADVERTISING RATE, \$2.80 PER INCH

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

American Nurseryman

The National Journal Of Commercial Horticulture

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Vol XXXIII

ROCHESTER N. Y., APRIL, 1921

No. 4

Not Reconstruction But Expansion

By M. Mierisch, Glenview, Ill., Before Illinois Nurserymen's Association

NOWADAYS we hear much about reconstruction in business. This implies the establishment of a new basis for operation; hence the question arises: Do we need a reconstruction in the Nursery business? In my estimation the Nursery business under the leadership of the American Association of Nurserymen has been passing through a period of reconstruction during the last four years and much has been accomplished in this respect; therefore, there is no immediate demand for reconstruction changes in the business, not because everything at present is so excellent—so away above necessity of improvement—but because the Nursery business is already far advanced in reconstruction.

This work was started by the American Association of Nurserymen years ago, because it was felt that the Nurserymen must do something in order to keep up with reconstruction efforts which are being put forth in other important industries, and so the Market Development committee's campaign came into existence in 1918 and there is today a Market Development Committee that has worked out a splendid plan for publicity. Time does not permit details, besides all the members of the American Association present here are familiar with the great work done. Let it be sufficient to point out the effective way in which the Association has come before the public with the Trade Mark "Trustworthy Trees and Plants."

The Meaning of the Trade Mark

Now what does this Trade Mark mean? First of all when you use that trade mark it means that you are a member of this honorable body of men and secondly that you have pledged to uphold certain definite standards and the policy of fair deal to the planters.

The confidence of the public and planters in our business is just as important, if not more so, as it is in any other line of business. Confidence and honesty are the foundations of every business, and it should be ours also; because in many cases the planter is not able at the time of receiving the trees and plants to determine if he is really getting what his order calls for.

This Trade Mark is designed to inspire the required confidence in our business, it not only serves the interests of the Nurserymen, but it is to the advantage of the public also; for it morally protects the public against unfair dealings on the part of any member of the American Association.

The Greatest Achievement

That this Trade Mark "Trustworthy Trees and Plants" is the greatest achievement ever accomplished has been proven by the fact that the Nursery business has gained the heartiest approval and support of all the leading agricultural and horticultural papers of the country and it is not only recognized but accepted.

The Market Development Committee has provided for some advertising the coming

season and as outlined by Mr. Robert Pyle, an advertisement 3 in. by 5 in. in size, single column will be run three times in nineteen farm papers; two times one-quarter page in House and Garden and a 5 in. double column in the Garden Magazine will be run in three issues, at a total expenditure of \$10,000. This advertising is bound to show results and it is only to be regretted that not more money can be spent for this purpose. Let us hope, however, that this publicity campaign is only a start and that it will gain momentum; and if you should have a rush in business the coming season, such as never experienced before, you can most likely attribute it to this advertising.

Expansion—Marketing

But I was going to say a few words about expansion. In times when selling is good and it is an easy matter to dispose of goods there is always a strong desire for expansion. To tell you to raise more fruit trees, more ornamentals, more evergreens, more this and that, and more of other things would be cheap advice, because your enlarged plantings would possibly amount to about the same thing as when the farmers were urged a year and two years ago to raise more wheat, corn, oats and potatoes, only to find that the "bottom had dropped out" of their tremendous crop, simply because all efforts were made towards production and practically none towards marketing. This very same thing will happen if the Nurserymen pay heed to such advice. If we are to enlarge our plantings we must not neglect to look ahead and provide for adequate sales when the time arrives that the increased production becomes marketable.

Prices are generally regulated by supply and demand; hence you can't get away from that; and expanding, that is increasing the production of your merchandise, must necessarily go together with increased efforts to create a desire, a demand for your goods; because without doing this you are inviting disaster, which in this case means the proverbial Fourth of July bonfire with brush piles. What I am trying to impress on you is that those increased sales of late years naturally will bring about considerable enlargement of plantings and this could only be welcomed if at the same time commensurate preparations would be started to dispose of the Nursery products in a profitable way. If this is not feasible it would be better for everybody concerned not to expand, that is not to enlarge production, but make every effort possible to improve the quality and by doing so stabilize the prices.

A New Industry Developing

Extensive growing of fruit trees, ornamentals and evergreens is not the only method of expanding. Right now there is a new industry developing within the Nursery business and that is what we call the growing of lining-out stock, stock which formerly was bought in Europe and imported to this country by the millions. On account of Quarantine No. 37, as you all know, all imports are

prohibited with the exception of fruit and rose stocks. Before this quarantine, only stock of easy growing nature was propagated in this country; but now it is necessary to propagate plants which require skill and certain facilities, and that the plants can be grown here has been sufficiently demonstrated by fact and they will be grown here in quantity and they will be better and stronger in quality than those ever received before. According to Dr. C. L. Marlatt, this quarantine is here to stay.

There is another field hardly touched yet at all, and that is the growing of flowering plants in pots for forcing. The florists are badly in need of something different from cyclamen, hydrangeas and primulas. There is really some variation needed. In the days before the quarantine any amount of this stock was imported every year from Holland. I have in mind varieties which are mostly grown already in many a Nursery, which were intended for florist trade, must be potted up and prepared for a year for forcing under glass. I don't have to tell you how beautiful plants such as double flowering lilacs, *Pyrus floribunda*, *Prunus triloba*, double-flowering almonds, peach and snowball look like when they are forced in greenhouses. I believe firmly that those plants could be sold in considerable quantities every year. Growing of bulbs such as gladioli, tulips, narcissus, etc., is increasing every year and it has been proved that lily bulbs at the present time imported from Japan by the millions can be grown with good success right here in this country.

A Great Friend and Promoter

Gentlemen: I do not know whether all of you are conscious of the fact that you have a great friend and promoter of your interests, namely the American Forestry Association. I believe this is a powerful organization doing work of such importance that every Nurseryman should be concerned about it. The American Forestry Association has made it its business to work in the interests of our forests, to preserve the existent forests and to work for the reforestation of the country. With practically two-thirds of the original forests gone, according to the American Forestry magazine, the United States contains 326 million acres of cut-over or denuded forests, containing no saw timber. A great proportion of this land is not fit for agricultural purposes, and the 81 million acres of this completely devastated area of idle land is being increased from three to four million acres annually. A reforestation policy is badly needed. We all may live to see the day when there will be laws passed compelling land owners to plant a new tree for every one cut down. A National Forest Program Bill has been introduced in the Senate and in the House by this Association.

Now, gentlemen, do you not want to take notice of those things? Do you want to wait until the time has arrived when there will

(Continued on page 97)

Position of the Conservatives on A. A. N. Policies

Discloses Apparently a Misconception of the Simplicity of the Trade Mark's Meaning...The American Association Is Composed, Indeed, of Many Men of Many Minds, But Whether They Sell to Growers or Dealers, to Nurserymen or Planters, Whether Their Prices Are One Thing or the Other, They at least Can Deliver Trustworthy Trees and Plants...Large Membership to Back Up Committees in Legislation Work and Meetings of Affiliated Organizations at the Same Time Are Progressives' Propositions

THE ARGUMENT THAT NURSERYMEN OF THE HIGHEST STANDING CANNOT AFFORD TO USE THE TRADE MARK SEEMS TO INDICATE CLEARLY THE NECESSITY FOR QUICK REFORM IN METHODS IN THE TRADE FOR THE SAFETY OF THE REPUTATION OF ALL MEMBERS.

Editor American Nurseryman:

I thoroughly appreciate the honor of being featured in your March issue as identified with the Old Guard of the A. A. N. If, during my years of membership, I have contributed in a slight degree to the many years of successful, fruitful and harmonious administration of its affairs under the regime of the Old Guard, I am abundantly satisfied, and proud to be classed as an humble and retired guardsman.

Perhaps the prominence given me justifies a response to your invitation for "a frank statement" and a reference to Mr. Mayhew's article in the same paper.

I think you will accept as true my reference to the years of harmonious administration—a harmony unbroken except in a matter of federal legislation when an apparent divided sentiment among the members resulted in the passage of the law giving the Federal Horticultural Board its present far-reaching and arbitrary powers. Harmony was the rule and no one loves harmony more, or will go farther to secure it, than myself, but I beg to suggest that the free use of such expressions as "Reactionaries," "Moss-Backs," "Sinister Motives," "Intemperate Criticism," "The old gang who sit with their fingers crossed and knock" and "methods of the vintages of the 70's and 80's" are not conducive to that "close harmony" so vital to the success and welfare of our Association.

Mr. Mayhew says that at Detroit in 1915, "There was no thinking man among us but who realized that there was something radically wrong with the Nursery business and while leaders in the organization were endeavoring to work out some plan which would better the condition of the Nurserymen, another group had met prior to the opening of the convention and for several days had wrestled with the same problem."

My remembrance is that the troubles then under consideration related more to the dollar—the profit and loss account of the business—than to any ethical questions; to the condition of the individual member and not the condition of the Association; and that the plans under consideration were practical and had to do with the regulation of plantings and production, and the control of prices,—plans extremely unethical in the minds of many.

If I recognize Mr. Mayhew's reference to "another group meeting prior to the convention," I was one of the group meeting to consider solely whether the employment of Mr. Smith as counsel would be an additional safeguard to the interests of the Association in matters of federal and state legislation and with no thought of matters "radically wrong in the Nursery business."

Let me say that at Detroit in 1915, the apparent undivided sentiment in favor of "a launching out into the deep" was not that we all thought alike, but because those who had formerly been active in the Association

affairs felt that it was fair to give the "Progressives" an opportunity to produce the results which they so glowingly and enthusiastically promised would come if they were permitted direction; and while that feeling has continued up to this time, we reserve our constitutional right as members to "be shown" and our right to criticize such methods as in our judgment do not tend to the welfare and prosperity of the Association. Have our officers and committees reached that Wilsonian altitude where it is considered "lese majeste" to pass judgment on their plans and methods? I accord to every member the right of opinion, and if I cannot agree with him, why should my opinion be classed as "dishonest and selfish?"

What are the wonderful "progressive strides" that we have made and what have they accomplished? What are we getting for our money that we did not get in the old days "of the simple life under the methods of the 70's and 80's?" Let's do away with generalities and get down to concrete facts, for these are perfectly proper questions for any member to propound when he is asked to contribute steadily increasing dues.

The Association's income for the last two years has been about \$25,000 per annum. What are we getting for it? The one bright spot is the work of the traffic manager and that office is largely self-sustaining. It is the one "progressive step" that has shown results and I am heartily in favor of its continuance. What else? Administration expenses last year were \$16,000 to \$17,000 and this year are running at about the same rate. What do we get for it? Since the June convention, members have received from the Secretary's office two bulletins and the Secretary's letter of resignation, but the annual report of the last convention has not yet been issued. The Legislative Committee has received a resume of the legislative program adopted at Chicago and a record of the Secretary's correspondence with the United States Tariff Commission. What the Secretary's office has done with the other committees, I am unable to say. Has it been worth the cost?

Was there anything more accomplished last year of actual tangible worth? It is true that the president and secretary traveled near and far interviewing editors, addressing various gatherings, mainly taking the defensive—admitting the sins of the Nurserymen and promising reform—but did that get us anywhere? To my mind, it was mighty poor publicity and I am thoroughly in accord with the article in the National Nurseryman of February entitled "Trustworthy Trees;" for I do not believe that as a class, Nurserymen and Nursery methods are any more rotten than any other line of business.

If publicity and market development are divorced from Association activities—and I think they should be—it is my opinion

that no man can show results as Secretary that will justify the present expense. There is not sufficient opportunity. I am speaking frankly and with due respect to Mr. Watson who has labored earnestly and faithfully.

That brings us to the subject of market development to which the activities of the Secretary have evidently been largely directed. I think the original proposition was to raise outside of the Association a fund of \$50,000 per year for five years to be devoted to the broadening of the market for Nursery stock by creating an appetite and desire for fruits and flowers in the minds of the reading public. That plan appealed to many Nurserymen who became liberal subscribers—as was their privilege and right. Many of us who dispose of our goods through salesmen felt that we could secure better results for our money through other channels and declined to subscribe—that was equally our privilege and right.

Later, the plan was unloaded on to the Association, dues were largely increased to provide funds for market development and publicity; and the agency Nurseryman was asked to pay dues, computed on the basis of retail prices, to support a proposition in which he did not believe, as a condition precedent to continued membership in the Association which he had for many years fostered, sustained and labored for.

Where is the original market development idea now? What has become of the plan that was to excite and stimulate the appetite of the buying public so that it would consume more fruit and flowers and thus increase the business of the Nurserymen of the United States? It seems to have been abandoned for the new scheme of advertising our Association and its members; their trustworthiness and reliability to be guaranteed by our Association, even though our Association has taken no practical step to standardize quality, grades, prices, methods and service, which I have always understood was the first step precedent to any such action by any trade association. If that becomes necessary, how is it proposed to standardize grades and quality and how can you harmonize in the minds of the buying public the prices of the wholesaler who sells to the consumer; the prices of the landscape Nurserymen, so-called, the catalogue Nurseryman and the agency concern? The committee that undertakes that job will need more than human understanding.

This "trustworthy" plan does not aim to increase the demand but to confine business selfishly to Association members and hopes to hold members in the Association by the fear that they cannot succeed if outside of the fold. Is that ethical? Are the original market development advocates satisfied with the absolute abandonment of their plan?

Mr. Mayhew says, "We have had five years of house-cleaning." A good housewife would say that any house-cleaning that

does not result in expelling dirt, but simply stirs up a lot of dust inside of the house is a mighty poor job and better never started. I fail to see any dirt thrown out of the doors so far. There has been a lot of talk about the Vigilance Committee but what has it done that would interest the public and convince it that we are reforming? It took up a few cases at Chicago, mainly matters of trade practices and of no concern to the buyers of our products. The public is not interested in the ethical question of whether I should send a wholesale price list to a consumer—in fact it would approve. The committee was challenged directly by Lovejoy to act on some specific cases where he felt the public was deceived and injured. What was done?

A condition, not a theory, confronts us. The A. A. N. is composed of many men of many minds, necessarily so because of the many methods of the distribution of our products and the wide range of prices that the consumer is asked to pay. We embrace growers who sell to dealers or consumers, landscape nurserymen, so-called, catalogue men, agency houses, and many varieties in every class. Their prices can never be harmonized, consequently their interests will be divergent. Why waste time in trying to harmonize such widely separated methods in the hope of bringing about uplift, co-operation, progress and reform? The catalogue man does not care about my troubles and I don't worry about his.

There are a few fundamental points in which every nurseryman in the country is interested; prominently transportation, legislation and tariff. Let us get back to the old days of "the simple life;" confine the activities of the Association to such matters of general interest. Foster and develop the department of transportation and the work of the traffic manager. Legislation and tariff can be handled by committees as they were in the past and as they are being handled today. Only moderate dues will be necessary and every reputable nurseryman in the United States should be eligible for membership and should be brought in. Our membership should be as large as possible in order to back up our committees when they go before Congress, State legislatures and railroad officials, for membership means votes and influence—and votes count in Washington and State legislatures. Affiliated organizations, wholesalers, retailers, market development subscribers, meeting at the same time and place as the main association can handle their individual problem as they see fit.

This is an expression solely of my individual ideas and not a statement from the Old Guard. It is longer than it should be but your invitation must be blamed. My views may be wrong, but are honest views and should not be termed "intemperate criticism." They are not the views of one "whose long tenure in high and leading positions naturally makes it difficult to grasp the point of view of the progressives," for I have never held an office in the Association. They are based on rather close observations of the developments of the past five years, starting with the earnest hope—although somewhat skeptical—that the then proposed program would lead to profitable and glorious results. I have never believed that there is anything generally, ethically, or fundamentally wrong in the policies and practices of the nursery business or in the character of its members, and I do not believe it now. We have some crooks perhaps. In what activity are they absent? Let us clean them

up quietly and not advertise our frailties to the world.

As Mr. Mayhew says, "the majority must rule," and if the majority, after sober, careful thought—uninfluenced by fervid oratory and stage effects (if that is possible)—decides that "it stands square for the policies which are now the approved policies, must decide our future course.

March 15, 1921. WILLIAM PITKIN.

Prefers Their Own Trade Mark
Editor American Nurseryman:

We have never adopted the American Association Trade Mark.

When we began business we adopted one ourselves, which we prefer to use instead of the other. Ours is individual and has a meaning. The Association Trade Mark has no meaning if used by some concerns.

I don't think the Nurserymen of the highest standing can afford to use that mark. I may be wrong.

THE BAY STATE NURSERIES,
W. H. Wyman, Proprietor
N. Abington, Mass.

Ahead of Its Time
Editor American Nurseryman:

Your request for an expression on the Trade Mark issue has been received. We feel that a Trade Mark is desirable, providing it is backed up by rules and regulations properly formulated, with a severe penalty attached for those who make use of it and fail to live up to the rules laid down. The American Association went at this thing in the wrong way. First, we should have made it possible to standardize the quality of our products and business ethics; the next step would have been to adopt the Trade Mark on the basis of these standard rules. But how can we in a business diversified as it is, standardize like lumber or flour? Where are we going to land if the Trade Mark covers all the transactions of the present membership, good and bad, with no means of enforcing proper conduct of business.

It seems to us, if the work of the Market Development Committee had been continued as started, the money would have been better spent and the Trade Mark could have been worked out later after more consideration had been given to its proper backing.

We are not using it on that account.

F. & F. NURSERIES,
Springfield, N. J. C. J. W. Ottolander.

Favors Individual Trade Mark
Editor American Nurseryman:

In reply to yours of the 15th, we are not using the Association Trade Mark as we cannot see any value in it for us. In our opinion a Trade Mark to be of value to an individual or firm must be their individual Trade Mark.

We do not think this Trade Mark will in any way increase the sales of any reliable firm, neither do we think it will guarantee any better treatment to the buyer, as a company or individual that has any interest in future business will treat the customer right.

We do not approve of, neither can we support the Association in its present plans.

THE COE CONVERSE & EDWARDS CO.
A. J. Edwards, Sec'y.
Fort Atkinson, Wis.

Believes All at Sea
Editor American Nurseryman:

In your March issue you credit me with what you call a frank statement of my reason for withdrawing from the American Association of Nurserymen, which was correct as far as it went. I should appreciate

an opportunity to indulge in a little further frankness with reference to that action. The powers that be have been fair enough in their invitation to all those who are not in sympathy with the present policies. They say "get out," so that is the thing to do, even though one is reluctant to do so after holding membership for many years.

For the past few years the policies of the Association have been shaped with utter disregard for practicability, as time will ultimately prove. Radical policies have been adopted against the better judgment of many members. The Association has been led to approve ambitious plans which can never be realized. Nurserymen have been virtually self-inducted before the public as a band of shysters and crooks, and the most amazing propaganda grossly exaggerating the shortcomings of the Nurserymen has been spread.

The Trade Mark, since there has been no standardization of Nursery stock, accomplishes no more than the convention badge; that is, identifies the user as a member of the Association. Its greatest value is to the Nurseryman who grows mediocre stock. It is a significant fact that many of the larger Nurserymen—and among those, some who were sponsors for the Trade Mark—are not using it. The public is getting the same stock under the Trade Mark as before. The quality varies with the conscience and ability of the growers and the soil and climate conditions under which the stock is grown. So it will always be.

The value to the Nurserymen of Market Development as an antidote for over-production and its attendant price-cutting stands discredited. Today with an acute shortage of Nursery stock, price-cutting is rampant and stock is being sold in many instances at 20 to 40% below its actual cash cost last fall.

Excessive, inequitable dues have been imposed and the expenditure of the resulting funds has been non-productive of results except in the opinion of those who have extraordinary powers of imagination. The executive office, the maintenance of which accounts for a large part of the funds, is a fifth wheel on the wagon. A schedule of dues was set up based on volume of business. This year, it is generally understood, some Nurserymen have disregarded the schedule and sent an arbitrary amount which they considered measured the value of membership in the Association to them and frankly so stated in remitting. If membership cards have been issued in these instances, then the morale of the Association is broken.

The Association today exercises no more precaution as to the kind of men admitted to its membership than ten years ago. Those whose practices are such that they cannot gain admittance now could not gain admittance then.

The Vigilance Committee has been charged with the enforcement of Article 9. If that article were enforced there would not be a corporal's guard left in the Association. The article cannot be enforced because of the diversity of interests of Nurserymen. There will always be a complaint from some member or group of members that another group is treading on its toes. Article 9 merely paves the way for continuous discord within the Association.

Mr. Mayhew well says "the mills of the gods grind slowly." Modern eloquence with its Trade Mark and all combined will not move them to grind faster.

H. J. KOHANKIE.
Painesville, O.



Customers' Habits Have Changed



Years ago, when a man needed pruning shears, he went to [store] and merely asked for pruning shears.

Today he is more discriminating, and if a good, reliable, well made pruning shear is desired he will demand PEXTO branded goods.

Extensive advertising has established the name PEXTO firmly in the minds of your customers and they look for the PEXTO trade mark. They associate PEXTO with quality—a quality backed by over 100 years' experience in the manufacture of high grade tools.

You will find a ready sale for these shears if you display them prominently.

Ask your jobber about our attractive pruning shear display boards, or write us direct.

Our "Little Pruning Book" is full of useful, instructive hints on pruning and is valuable to the novice and "old hand" alike. It sells for 50c. Send for it.



R-170

One of our most popular numbers. Send for descriptive matter on the entire line.

PEXTO

THE PECK, STOW & WILCOX Co.
Cleveland, Ohio - U.S.A.

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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Chief International Publication of the Kind

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One year, in advance	\$2.00
To Foreign Countries and Canada	2.50
Single Copies	.25

Advertisements should reach this office by the 25th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., APRIL, 1921

WARNING ON HOLLAND PURCHASES

Information has come to the Federal Horticultural Board, Washington, D. C., that Holland Nurserymen are flooding the country with telegrams indicating that anyone can import ornamentals in any quantity up to June next and urging cabling of orders.

Some uninformed writer on the florist press is probably responsible for dissemination of this error.

The fact is that importations are not permitted except in accordance with the regulations and under special permit, for specific reproduction purposes, as formerly. Any purchases made under the belief that freedom of purpose is now allowed will result in the rejection of the material at port of entry and a loss to the purchaser.

Importations under existing permits, from Holland, are coming in with much earth on the roots, necessitating the rejection of such shipments.

Those who purchase from Holland should condition payment upon delivery in compliance with regulations, if they would safeguard against loss.

This information is official.

It has been stated that the American Association was not ready for the Trade Mark which it adopted.

How can that statement be made to harmonize with the implication that there was no need for cleaning house?

Uses the Trade-Mark to Get New Business

Editor American Nurseryman:

Was glad to see the note in the Bulletin, "Getting New Business" in connection with the Trade Mark. You know that all the business we have had has been "new," and we are giving no secrets away when we say that we have had more "new" business since we have been here than we had expected to be able to get. The Trade Mark has consistently appeared on ALL of our literature and in all our ads., wherever it could be gotten in, and we are thoroughly confident that it has been a help. Of course it has not turned the world upside down, because we have used every means in our power to get "new" business. So far as we are concerned, if the Association knocks the Trade Mark into a cocked hat, we shall continue to use it unless expressly prohibited to do so. It is not our purpose in writing this to do aught but to give our endorsement—after trying it—to the Trade Mark.

THE HOWARD-HICKORY CO.,
6' 3", Sec'y and Treas.

BE OF GOOD CHEER

Let not the hearts of the rank and file of the American Association membership be troubled by the introduction of extraneous topics, in the argument against the use of the Trade Mark.

Much stress has been laid upon the absence, in the present state of development, of "steps to standardize quality, grades, prices, methods and service."

What has any one of those factors to do with

"TRUSTWORTHY TREES AND PLANTS?"

The Association advertises that a planter purchasing Nursery stock of a member using the Trade Mark will be protected in that he will 'get

Trees and plants which are what they were represented to be by the seller.

That is all there is of it; the simplest kind of a proposition—and exactly what every Nurseryman would have said was his policy before there was a Trade Mark, if the question had been put to him categorically. The Trade Mark simply means that he's got to live up to it or suffer a penalty.

There is not a word in the Trade Mark as to "grades, prices, methods and service." In our humble opinion those are matters of negotiation, except that methods which are reprehensible are of course beside the question.

"Trustworthy Trees and Plants" clearly means trees and plants which are without misrepresentation. It is the trees and plants which are named—not "grades, prices, methods and service."

"Quality" is inferred in "Trustworthy." The price may be small, medium or large. The character of the "service" may affect the chance of a re-order; it is up to the individual. "Trustworthy Trees and Plants" is all that the Trade Mark calls for. Article 9 of the Constitution covers a broad field. That is not the Trade Mark.

Later stages of development constitute another story. At present the Trade Mark calls for just what it says, as one of the members quoted in the last issue of this journal remarked. It is so simple, so logical, so perfectly harmless that we marvel that any discussion has been built up to befog it. There is absolutely nothing complicated in the proposition. The Association undertakes nothing in the nature of a guarantee that was not implied in every transaction before there was a Trade Mark.

AN APPRAISAL

What would it be worth to a member of the trade to have criticism upon all sides of the business in which he is engaged changed to praise of that business upon all sides; to have the raising of eyebrows and surprise on the part of a victim of gall-trimmed Nursery stock, or rank substitution, that the national organization should condone such practices, changed to admiration for the high plane upon which that organization stood; to know not only that he was pro-

tected in his dealings within the trade, but also that so far as every member of the national organization was concerned, at least, he need have little fear that he would meet disreputable practices in competition in his dealings with the planter; to know, as Vice-President Cashman suggests, that the Nursery business had been put "on the same Standard of Ethics and Practice as exists in other lines," so that "trouble in securing a type of salesmen that were a credit to the business" would be removed?

Just what would be the monetary value of such a transformation?

And if it could be accomplished in the space of twelve months at a cost of several thousand dollars and great effort, would it not be remarkable?

Could any trade in which such results had been accomplished afford to jeopardize for a moment that attainment?

A question has been raised as to results accomplished under the Trade Mark still in its infancy and handicapped. Need one go into details in the face of the general results, by way of answer?

How can anyone measure the boundless results which would accrue under the program as laid out, if there were united support by an enthusiastic membership and hearty, aggressive co-operation between the Executive Committee, the Vigilance Committee and the officers generally?

"NO WORSE THAN OTHERS"

Over and over there has been repeated, in discussion of A. A. N. policies, the time-worn argument: "Conditions in the Nursery Trade are no worse than those in any other trade."

Like many a hoary joke on the vaudeville stage, this statement will invariably get a "hand" if the audience is large enough to encompass the uninitiated. To some the ancient jest will be new. To some the smug contentment of membership in a trade on a level with any other will cause the satisfying thought: "Tis enough."

Waiving for the moment the question of fact, it may be asked: What chance has a child freed from parental control and growing up with such associates as he or she may drift among, when one or both parents complacently remark: "O, well; he is no worse than So-and-so's child," and say they are too busy with the tariff—or rather, with society and business—to hang on to the "buck?"

Worship of the little god who represents Things As They Are has reached a point where he who makes bold to suggest improvement is looked over carefully to see from which pocket the hammer protrudes. Some there are who treat lightly, but many more, we believe, there are who view with deep concern the jolts to trade pride which come now and then from unexpected sources.

When an industry has reached a point where newspapers and other periodicals of reputation decline to accept advertisements of its members, as they decline to accept nostrum advertisements; where, in seven out of twelve issues of at least one prominent agricultural periodical, and frequently in others, read by the planters of Nursery stock, serious complaints are listed—com-

plaints of transactions pulling down to the level of the schemers and grafters who represent no respectable trade whatever—it will not do to sit back and declare that the Nursery trade has been in no worse repute than any other trade! There are trades and trades against a member of which complaint of the kind referred to is seldom if ever in print; and trade after trade which needed it has been cleaned up from within, so that complaints against it, of the kind referred to, are things of the past.

The present vice-president of the American Association of Nurserymen joins with past presidents, vice-presidents and other officers and with hundreds of the members in calling for establishment of conditions within the trade which will make it practicable to secure and retain the services of creditable salesmen, when he says:

"Put your Nursery business on the same Standard of Ethics and Practice that those engaged in other lines have done, and you will have no trouble in securing a type of salesmen that will be a credit to the business."

Which, being interpreted, is to say that conditions in the Nursery trade are worse than those in "other lines." And may we ask whether restriction of national organization activities principally to matters of transportation, legislation and tariff will secure a type of salesmen that will be a credit to the business? What type of salesmen would we have if they were restricted exclusively to selling "Trustworthy Trees and Plants," backed by a Trade Mark?

Let us forget what conditions may be in other trades; they have little or nothing to do with the subject in hand. An overwhelming majority of the members of the forty-odd-year-old national organization of Nurserymen who are on record on the subject have declared in no uncertain terms that exactly what is proposed to be done under the A. A. N. Trade Mark is what seriously needs to be done, and have signified their fixed determination to do it.

If the American Association of Nurserymen forty years ago had adopted the policy of nipping in the bud every career which started out to do the public in the sale of Nursery stock—by effective vigilance work and fearless publicity—columns of complaints in newspapers and other periodicals and the damaging effects of years of accumulated crooked work such as has recently been shown in the columns of this journal, would have been avoided. Since that was not done, the cost of doing it at this late day must be measured in thousands of dollars.

The attempts to defraud the public have gone right on—under the Trade Mark—and under the cover and protection of assertions that 90 per cent of the Nurserymen are square-dealing, "so why talk about the Trade Mark," etc.

What's the harm in talking "Trustworthy Trees," anyway, regardless of what per cent is square-dealing?

The Associated Advertising Clubs of the world talk "Trustworthy Advertising" day and night, regardless of how many of the members are square-dealing. They trust their fellows—only while keeping their Vigilance powder dry!

Let us pass on.

STRIKING RESULTS

The question has been asked: "What are we getting for our money under the increased dues plan of the American Association of Nurserymen?"

The convention hall in Chicago last June rang with applause by the members of the A. A. N., when the results were detailed. Member after member arose to get the attention of the presiding officer to say that it was a remarkable thing—a wonder—an eye-opener as to possibilities of the future—that so great results had been accomplished in so short a time with comparatively little money.

Congratulations were showered upon Committee and officers.

Highest praise was accorded the administration for the results accomplished.

The practically unanimous voice of the Association at the convention was: "Do it again."

Mr. Pitkin intimates that the officers and committees of the A. A. N. have not reached the Wilsonian altitude where it is considered lese majeste to pass judgment on their plans and methods. Therefore, we may be permitted to remark that if the Market Development Committee had been backed up heartily by the officers and committees it would undoubtedly easily have "done it again" and then some. But as the Market Development Committee was not named until it was too late to get the full benefit of the publicity desired by the members of the Association—the appointment not being made until months after advertising copy should have been in hand in several publications; and as the Executive Committee's action handicapped the work, the members will realize that the results this year may not be what the Market Development Committee desired them to be and would have planned them to be. The work is arduous. For best results in the interest of the Association there must be hearty co-operation. This should be assured at the next convention.

IN A PICKWICKIAN SENSE

Readers will note that in his review in another column of the memorable events of the Detroit meeting of the A. A. N. in 1915, William J. "Kin" appears to take issue with J. R. Mayhew as to the nature of the subjects discussed at that time, and then proceeds in the seventh paragraph of his communication to agree exactly with Mr. Mayhew in that it was felt to be "fair to give the 'Progressives' an opportunity to produce the results which they so glowingly and enthusiastically promised would come if they were permitted direction."

It must, of course, have been in a Pickwickian sense that Mr. Pitkin diverged in paragraph five from his expression in para-

graph seven; and the troubles under discussion, after all, were really of an ethical nature.

The quoted characterizations of members of the Conservative party, in Mr. Pitkin's communication, are new to us, with the exception of a reference to the methods of the '70s and '80s. Certainly none of them has appeared in the columns of this journal, as we recollect.

PROGRESSIVES TOO MODEST

The Conservatives are granting great capabilities to the prospective development by the Progressives.

The Progressives propose a step at a time and thus far have provided through a Trade Mark for trees and plants without misrepresentation, leaving matters of grades, prices, methods and service for future attention; although provision has been made for getting and maintaining some order in the house, through Article 9 of the Constitution.

The Conservatives, seeming to belie their name, are for biting off a much larger chunk at the outset, and argue that a leap should have been taken instead of a modest step.

There is humor in many a situation, rough-hew it though we may.

AN ACCOUNTING WILL BE ASKED

Of course the adoption of the Trade Mark demanded vigorous, vigilant work by the Vigilance Committee.

Of course it demanded prompt and fearless action by the Executive Committee upon matters brought to its attention by an efficient Vigilance Committee.

Those two things were expected by the membership of the American Association of Nurserymen when by a recorded official vote of 92 to 6 it determined, in convention assembled, to establish and enforce the Trade Mark.

An accounting of the trust imposed in those two committees will be asked for in Chicago in June.

Every member of the A. A. N. is directly and deeply interested in procuring action on Trade Mark enforcement. It may be thought desirable to increase the membership of the Vigilance Committee or the Executive Committee, or both, and give power to act; instead of maintaining the ineffective plan of pigeon-holing results of investigations as to members' standing, until another annual convention date.

A very pertinent question—one which has been put in various ways in practically every issue of the *American Nurseryman* since the last A. A. N. convention—is this: What has the Vigilance Committee done to convince the public?

The question is not: What has the Vigilance Committee done to prevent wholesale lists going to the consumer?

The indications are now in favor of a large apple crop the coming season, according to C. I. Lewis of the Oregon Growers Co-operative Association, an apple grower of long experience, and a recognized authority on fruits.

The apple crop of 1920 was one of the largest ever known in the United States. While the New York and Michigan crops far exceeded the average, that of the Northwest was under the average, and in general, sizes rather small.

"Almost any one can have an income of a few thousand dollars a year from nut orchards, if he really cares to bring his initiative to bear upon the subject."—Dr. Robert T. Morris, New York city.

"Standardized: Exactly As Represented"

The Winchester, Va., Star says:

In addressing fruit growers at Cavelton, Md., Mr. S. B. Shaw, State Horticulturist, made the statement that eastern shippers of apples received fifty per cent less than last year and for western box shippers received twenty-five per cent more.

While it is true that in 1919 the country had a heavy crop of boxed apples and a light crop of barrelled apples and in 1920 the conditions were reversed, yet this cannot account fully for the great difference in price.

The reason is that boxed apples are standardized and exactly as represented. Nurserymen believe they should receive approximately present prices regularly for their stock. There is no doubt that they should receive much more than formerly; but unless special pains is taken to standardize their stock and promote the use of the Trade Mark and all that it signifies, maintenance of prices will willingly pay what it is worth to grow and deliver what amounts practically to guaranteed stock. More than a hundred members of the Ameri-

can Association of Nurserymen have already expressed emphatically their appreciation of this fact and their confidence that the Trade Mark of the A. A. N. strictly guarded, will effect the desired result.

"Exactly as represented" shows that in the line of commercial orcharding, as in all other lines, the business men interested are thinking of matters other than transportation, legislation and tariff.

Transportation, legislation and tariff are topics of much importance in the Nursery trade, as they are in most trades; but the planting public is only indirectly interested in or affected by those subjects. What the planting public wants is assurance of protection in dealing with a Nurseryman.

Some force, some organization, some time, simply has got to meet the situation. The time appears to be right now. If the A. A. N. cannot do it some body of organized Nurserymen will; and it will be officered by men who thoroughly believe in hanging on to the "buck."

HIGH TIME TO EDUCATE

An exchange has the following:

Fruit Tree Prices

A Delaware fruit grower, discussing present prices, touches on some points which are very interesting if he represents the facts correctly. In 1913-14 he says, peach trees could be bought for 6 to 9 cents, apple trees for 10 to 12 cents, cherry trees for 12 to 15 cents, pears, plums, etc., for 12 to 15 cents, grape vines, one year old, 2 to 6 cents, blackberry and raspberry plants \$10 per 1,000. At present, according to this correspondent, the prices are as follows: Peach trees 80 cents to \$1, apples 85 cents to \$1.25, cherries 95 cents to \$1.50, grape vines 25 cents to 60 cents, blackberry and raspberry \$35 to \$40 per 1,000.

Of course so tremendous an increase in prices as this affects directly the problem of how to increase production. The correspondent admits that the nurserymen's expenses have increased very greatly, but he cannot believe that they have increased to an extent warranting so enormous an increase in the prices which he says the nurserymen are charging. Certainly, if the figures which he gives are correct, we have here a particularly startling instance of soaring costs in an important industry and a condition which calls for investigation.

The importance of the Market Development campaign of education is here shown graphically. The Nurserymen long maintained a mistake by selling their stock at ridiculously low prices. The progressive Nurserymen of the country are now determined to put the Nursery business on the plane upon which it belongs; and, in so doing, recognize the necessity for educating the public to the value of reliable, trustworthy trees and plants, to produce which costs money. All this is a part of the American Association Market Development plan.

The many members of the American Association who are using the A. A. N. Trade Mark and who declare they will use it still more, realize the important part the Trade Mark is playing in justifying present prices of Nursery Stock. It ought to be—we believe it already is—a fact that Nursery stock sold under the A. A. N. Trade Mark, generally speaking, is worth more than that which is not so sold; for a Vigilance Committee will see that trade-marked stock is what it purports to be.

The South Dakota Hort. Society will meet at Sioux Falls for the next five years annually. Dr. N. E. Hansen, Brookings, was re-elected secretary.

Another Opportunity

Editor *American Nurseryman*:

Herewith please find clipping from the News Tribune of this city, which explains itself. In this connection would say that every unattractive, neglected rural school and church stands as a striking rebuke to the lack of initiative and enterprise of the Nurserymen of America, for if the schoolhouses and churches were made beautiful in their surroundings they would serve as an object lesson and inspiration to the people of the community in which they are located, to say nothing of the influence for good they would exert on the citizens, present and prospective, whose lives are so closely connected with the schools and churches in the rural districts. When, oh when, will the Nurserymen awaken to their numberless opportunities and adopt the methods of modern business in creating a demand and market for their products? Echo answers, when?

MITCHELL NURSERY CO.,
M. G. Mitchell, Secy.

Tacoma, Wash., Jan. 29, 1921.

The clipping referred to with introduction

NATIONAL AND DISTRICT NURSERY ASSOCIATIONS

American Association of Nurserymen—President, Lloyd C. Stark, Louisiana, Mo.; vice-president, M. R. Cashman, Owatonna, Minn.; treasurer, J. W. Hill, Des Moines, Ia.; executive secretary, John Watson, 400 Nassau St., Princeton, N. J.; Assistant secretary and traffic manager, Charles Sizemore, Louisiana, Mo. Executive committee: Lloyd C. Stark, chairman; J. Edward Moon, Morrisville, Pa.; C. R. Burr, Manchester, Conn.; E. W. Chittin, Winchester, Tenn.; C. C. Mayhew, Sherman, Tex.; J. B. Pilkington, Portland, Ore.; E. S. Welch, Shenandoah, Ia.; T. B. West, Perry, O. Legislative and Tariff committee: C. H. Perkins, 2nd, Newark, N. Y., chairman. Meet 4th Wednesday in June in Chicago, Ill.

Western Association of Nurserymen—President E. P. Bernardin, Parsons, Kan.; vice-president E. H. Smith, York, Neb.; secretary-treasurer, George W. Holsinger, Rosedale, Kan. Executive committee: H. D. Simpson, Vincennes, Ind.; C. G. Marshall, Arlington, Neb.; C. C. Mayhew, Sherman, Tex.; E. E. May, Shenandoah, Ia.; J. H. Skinner, Topeka, Kan. Program committee: M. R. Cashman, Owatonna, Minn.; George A. Marshall, Arlington, Neb.; Harry Hobbs, Bridgeport, Ind. Next annual meeting in Kansas City, Mo., Jan. 26-27, 1921.

Pacific Coast Association of Nurserymen—President, Mrs. R. Day, Spokane, Wash.; vice-presidents, Fred W. Day, Yakima, Wash.; Albert Brownell, Portland, Ore.; M. R. Jackson, Fresno, Cal.; C. A. T. Atwood, British Columbia; C. T. Hawkes, Caldwell, Idaho; B. H. Bower, Provo, Utah; secretary,

treasurer, C. A. Tonneson, Tacoma, Wash. Convention in 1920 at Spokane, Wash.

New England Nurserymen's Association—President, Charles Adams, Springfield, Mass.; vice-president, John K. M. L. Farquhar, Boston, Mass.; secretary, Sheldon Robinson, Lexington, Mass.; treasurer, V. A. Vanicek, Newport, R. I.

Northern Nurserymen's Retail Assn.—President E. C. Hilborn, Valley City, N. D.; vice-pres., L. J. Tucker, Madison, Wis.; secy-treas., Robert Wedge, Albert Lea, Minn. Annually in Dec.

Southern Nurserymen's Association—Pres., Paul C. Lindley, Pomona, N. C.; vice-pres., C. A. Simpson, Monticello, Fla.; secy-treas., O. Joe Howard, Hickory, N. C.; 1921 meeting Sept. 7th.

Southwestern Association of Nurserymen—President J. M. Ramsey, Austin, Tex.; vice-president, N. M. Shive, Cabot, Ark.; secy-treas., George F. Verhagen, Scottsville, Tex. Members executive committee with officers: Jim Parker, Tecumseh, Okla.; E. W. Knox, San Antonio, Tex.

Western Canada Nurserymen's Association—President, H. L. Patmore, Patmore Nursery Co., Brandon, Manitoba; first vice-pres., A. Mitchell, Mitchell Nursery Co., Coaldale, Alta.; second vice-pres., B. D. Wallace, Island Park Nurseries, Portage La Prairie, Man.; secy-treas., T. A. Torgeson, Prairie Nurseries Ltd., Estevan, Sask.; Members of executive committee, Homer J. Barry, Clover Nurseries, Bremner, Alta.; W. J. Boughen, Valley River Nurseries, Valley River, Man.

by M. G. Mitchell is from the Literary Digest and reads:

"Did you ever see a rural school that had a winding and attractive path that led to its door? If you have it is well, for it is rare, remarks Elizabeth L. Cowan in the Indianapolis Star. Usually there is no semblance of a walk, but should there be one, it is the stiff, straight, concrete one that is suited to the artificiality of city life. In connection with the campaign that the state department of education expects to put on for the improvement of rural schools, it might not be amiss to focus some attention upon the exterior of these schools as well as upon their length of term and their curricula. Every teacher who is now drawing a salary in a rural school has unlimited opportunity to leave a memorial to her name in tangible form, and at the same time to do great community service, by setting an example for all householders in the district.

"A new schoolhouse fairly shouts its newness from the landscape, and for some strange reason even the old ones are ugly and unadapted to their surroundings, even after years of service. It is possible to make the school grounds the most attractive place in the neighborhood—and all of this without money cost. To be sure it will require some planning and forethought on the teacher's part, perhaps even a little physical work, but the most of it will serve as a means of nature study, agriculture and landscape gardening for the girls and boys. They will be tremendously interested in making contributions of plants from their own gardens and in doing the actual work of planting and pruning."

HE HAS THE IDEA

"We must encourage a policy that will put the stamp of quality on our goods and enhance the character of the Nursery business."—Charles E. Greening, Monroe, Mich.

John Lewis Childs

John Lewis Childs, well known mail order seedsman and gladiolus specialist of Floral Park, N. Y., died March 5, of heart failure on the New York Central Railroad's Twentieth Century train, between Albany and New York, returning from Los Angeles, Calif. Mr. Childs was born in Jay, Maine, May 13, 1856.

V. A. Vanicek, of the Rhode Island Nurseries, Newport, R. I., has returned from Europe.

THE BUYER'S STANDPOINT

We've shouted until we're hoarse, about the necessity for considering the buyer's standpoint.

For taking this position we've been criticized in resolutions in open convention—and those resolutions still stand! The association which passed them declares that it is its aim to uplift—to place upon a higher plane!

More than a hundred Nurserymen of the United States—some of them members of that very association referred to above—are on record in the last issue of the *American Nurseryman* backing to the limit the position by this journal referred to—yet those resolutions still stand! They protect violations of the A. A. N. Trade Mark which more than a hundred Nurserymen declare, as did this journal, must not be protected!

And now G. A. Nichols in the March issue of *Printer's Ink Monthly* voices our position and points with pride, as has the *American Nurseryman*, to a shining example:

In a few refreshing instances, such as the catalogue of the Neosho, Mo., the buyer's interest seems to be put first."

A good catalogue, says Mr. Nichols, costs money. Its space is precious. The matter of conserving and utilizing space so that every page will have the maximum selling force has been worked down to a scientific nicety. All this is good enough in its way. The achievements in catalogue building in this respect are truly admirable from a standpoint of mechanical execution. But the inevitable result in a case of this kind is that the entire spirit of the catalogue is one of buy, buy, buy.

Fortunate indeed is the concern whose proposition is such that it can be catalogued in a way that will make the selling message indirect—that can devote its powers to creating a desire for the goods. When this is done, buying will follow as a matter of course.

Lloyd Scruggs of St. Louis has the idea exactly in the way he sells his Copper-clad Malleable ranges. In his follow-up system to consumers Mr. Scruggs never asks a customer to buy, but he skillfully, even artfully, piles fact on fact in a way that makes a woman almost ready to fight to get one of the stoves. Scruggs does not have to ask her to buy. On the contrary, she will go to a dealer and ask him to sell her the stove.

The makers of the large catalogues put out by the leading wholesale and retail mail-order houses take a great deal of pride in the wonder of their achievement. And they have reason to be proud.

Yet it is not showing any lack of admiration for these catalogues to say that the makers of them could learn profitable lessons from some concerns that do not claim to know anything about catalogues—concerns like the Stark Bros. Nurseries of Louisiana, Mo.; the Neosho Nurseries, Henry Field of Shenandoah, Iowa; R. H. Whitten, who sells pigs by mail, and many others that might be named.

The big compelling thing about catalogues of this type is what might be called their humanity.

Take the Neosho Nurseries' catalogue. In reading it you almost get the idea that here is an expertly written, highly interesting book designed for no other purpose than to tell people of the pleasures and profits of fruit growing and to give them the best kind of instruction in that most useful pursuit.

This concern's recent catalogue starts out with page after page of tersely written, attractively printed and beautifully illustrated matter treating comprehensively such subjects as when to plant, how to prepare the ground, how to know good trees, number of trees or shrubs required to set out one acre, and so on. This is something that will be read eagerly by everybody who has at his disposal a piece of ground of any size. The information is all general. It can apply to anybody's nursery stock. Yet the reader well knows that every word is an advertisement for the Neosho Nurseries.

About 30 per cent of the current Neosho catalogue, which is entitled "Success in

Fruit Growing," is devoted to an authoritative setting forth of all the essentials of fruit-growing that the average person needs to know. The principles are presented lucidly and in an elementary form. The directions go into a wealth of detail that leaves nothing to be inferred. A dry goods clerk, a banker or a newspaper reporter whose lack of knowledge of horticulture would fill several large books can actually raise apples, plums, strawberries, currants and a lot of other good things in a highly successful way through carefully following the catalogue's directions.

The psychology of the thing seems to be that to get a person to buy nursery stock the first essential is to show him how a profit can be gained from it, rather than how he can gain a profit. This done, the act of selling becomes a mere detail.

For More Nursery Stock

F. F. Rockwell, well-known to the Nursery Trade, is writing articles for the farm press to create a demand for Nursery stock. In the Farm and Fireside, in which he is listed as the horticultural editor, he says by way of introducing an article:

How many dollars a year do you spend for fruit—either fresh or in cans?

Did you ever stop to think that half that sum invested in a few fruit trees, would give you many times the amount of fruit you buy—and keep on giving it to you, year after year?

If you have ground enough for a fair-sized garden, you have room enough for fruit. A single peach tree will yield from 50 to 150 quarts of fruit. I have seen 20 16-quart baskets taken from a single tree, under regular commercial culture. A good young apple tree will give from two to four barrels of fruit.

And fruit trees require so little care, as compared to vegetables, that your whole home orchard will not take many hours work, during the entire year.

Moreover you can grow on your own trees, just as fine peaches and apples as you pay five to fifteen cents apiece for at the fruit store.

In conclusion he says:

When ordering fruit trees, either from an agent or by mail, beware of both extravagant claims and promises, and "bargain" prices. A fruit tree is a long time investment. And you can't tell, from looking at a tree itself, whether it is a gilt-edge stock or a gold-brick swindle. Don't take a chance on losing two or three years time, as well as your money. Buy only from a firm whom you know to be reliable.

Which is equivalent to a reference to the A. A. N. Trade Mark.

Trade Mark Must Be Protected
Editor American Nurseryman:

We believe the Trade Mark is a good thing, if properly used; but we have some fear that there is a probability of some Nurserymen using the Trade Mark and doing the kind of business that the majority of Nurserymen would not be guilty of doing; and if they use the Trade Mark and it stands for such business, the reliable Nurserymen using the Trade Mark, are a party to the act.

C. M. HOBBS & SON.

Bridgeport, Ind.
March 24, 1921.

Reason for the Trade Mark
In the March issue of *Printer's Ink Monthly*, G. A. Nichols says:

"The gaining of confidence is perhaps more important in the Nursery business than in most others. If a man buys a work shirt by mail he can see at once whether it satisfies him and can send it back then and there if he chooses. But when he buys an apple tree he has to take a chance. He may not know for weeks whether the tree will grow, and two or three years will elapse before he knows whether the fruit is satisfactory."

Many of those who read the above, among the public, will pay attention to the Trade Mark. The idea is spreading rapidly. These are some of the "results" asked for!

When writing to advertisers just mention *American Nurseryman*.

STOCKS

ROSA CANINA, 3-6, 5-7, 7-12 m/m
APPLE STOCKS, 3-6, 5-7, 6-10, 7-12 m/m
DOUCIN, 6-10 m/m
QUINCE, 6-10 m/m
RED and BLACK CURRANTS, 2-3 branches
THORN QUICKS, 10-30, 30-60 c/m

Ask for our lowest prices

D. G. DeJONGE'S NURSERIES
Sappemeer, Holland, Europe

Offering NEOSHO Quality Stock

ONE AND TWO YEAR APPLE Including		
Baldwin	Livland	Rome Beauty
Duchess	Paragon	Wealthy
ONE YEAR PEACH Including		
Alton	Crosby	Krummel
Arp Beauty	Elberta	Late Crawford
Belle of Georgia	Eureka	Late Elberta
Carm n	Greensboro	Lola
Champion	J. H. Hale	Mayflower
ONE YEAR PLUM Including		
Endicott	Omaha	Wild Goose
ONE AND TWO YEAR PEAR Including		
Anjou	Clapp	Lincoln
Bartlett	Garber	Winter Nellis
ALSO APRICOTS; CRAB; ROSES; SHRUBS, VINES; ORNAMENTAL TREES; IRIS; ASPARAGUS.		
Neosho Nurseries Co., Neosho, Mo.		

NATIVE FROAD-LEAVED EVERGREENS

Ornamental Trees,
Shrubs, Vines, Woody and Herbaceous Plants of the Blue Ridge Mountains

Collections to Order in Carload Lots a Special.

Correspondence solicited from large planters Ask for Price List.

E. C. ROBBINS, PINEOLA,
Avery County, North Carolina

ASSISTANT FOREMAN WANTED

We have a position for an experienced man to act as assistant foreman on a nursery. One who has managed and ability and is capable of handling men.

We want a man who is familiar with the growing, budding, propagating and cultivation of fruit trees, shrubs, roses, etc. We will furnish such a man with a house, good pay and pleasant surroundings.

Call in person or address all communications to

THE CALL NURSERIES CO.,
Perry, Ohio.

THIS SPACE

\$5.00 per Month, under Yearly Term
Including publication in both

AMERICAN NURSERYMAN

and

AMER. NUR. TRADE BULLETIN

COVERING THE TRADE

\$5.00 per Month for Short Term.

Ampelopsis Veitchii 300000
two year, 10 in. to 5 ft. Extra strong
1 and 2 yr. for retailing and lining out. Some
XX heavy tops and roots. Satisfaction in all
grades. Superior to general stock, grown
thin, so much stronger roots. It is not the
cheapest, but the best. Get particulars be-
fore purchasing elsewhere.
CHARLES BLACK, Hightstown, New Jersey

Peach Pits

The Howard-Hickory Co.

HICKORY, N. C.

Hurdles for Salesmen to Jump

Harry L. Winn, in Printers' Ink Monthly, has hit upon the very thing many of us have thought of nearly every time we have taken up a Nursery catalogue—the business alibi. He says:

The garden seed and nursery stock people seem to have developed it to its highest degree. And I am speaking of national advertisers, not the small man with a few acres and a local market. Here's a perfect gem from a concern which claims to be "the largest growers of fruit trees in the world." In the catalogue which is sent out in response to inquiries, it says, "We strive to avoid mistakes, but in the event that any such nursery stock sold by us should prove untrue to name under which it is sold, we hereby agree, on proper proof of such untruth, to replace the original order or to refund the purchase price. Except for such liability, and in respect to all nursery stock sold by us, we give no warranty, express or implied, as to description, quality, productiveness or any other matter." Encouraging to the man who is planting an orchard for posterity, isn't it?

And if that isn't sufficient to scare away possible buyers of peach and apple trees, they attempt to complete the job by the following business rules at the head of their order blank: "Transportation Rules. We have always made it prominent in our printed terms that our goods are sold f. o. b. cars at point of shipment and are at the purchaser's risk while in transit. Because of present unsettled conditions, we wish to emphasize still further that we do not guarantee safe delivery. The ownership of all goods sold by us passes to the purchaser on delivery by us to the carrier and the issuing of a receipt by the carrier ends our responsibility. Any claims for damages should be made promptly to the agent at the point of delivery." "Important. Please write name and address plainly, and fill all blanks correctly. Always state how goods shall be sent, attach price to each article and add up accurately. (Is there any other way to add?) Please be sure to use a separate sheet of paper for letter and bring out your ideas briefly and clearly. More order sheets sent on request. No difference how often you have written us, always give full address, and write your name, post office, County and State, very plainly. By so doing you will save us much trouble and avoid the possibility of delay and mistake." It looks to me as if they were pretty blamed particular about the manner of placing the order, when they give so little assurance of service in return. Remember, this is from catalogues and order blanks sent in response to inquiries developed from national advertising—expensive space in high-class mediums. Why not cut out all that verbiage and print "Caveat Emptor" in 24-points caps right across the catalogue page?

Notice the delightful frankness in this "Non-Warranty." Outside of the possibility of the neighbor's chickens scratching up the lettuce-bed, this writer has mentioned all the probable casualties that could happen to the suburbanite's home garden.

They, too, are particular about getting the money. In addition to the usual directions as to how to remit, they say, "Our terms are strictly cash with order. We do not send C. O. D., as the cost of collecting return charges is quite an unnecessary item of expense, and the prices being given, we can conceive of no necessity to warrant goods being sent, etc.

The writer then quotes from a catalogue of another concern talking very little of what the purchaser must do but assuring him of the reliability of the seeds offered and guaranteeing refund in full without any strings whatever. He continues:

The non-warranty clause and the "goods at your risk" clauses are as far removed from the absolute guarantee and the assurance of safe arrival as the barter methods of the East India shopkeeper are from the merchandising policies of the biggest New York department store. And yet these concerns are both doing business in the same country, at the same time and within a day's travel of each other!

Don't make the mistake of thinking these

things have no effect on the prospect. How long would a retail establishment last, if, throughout the organization, it maintained the "take it or leave it" attitude.

What is the use of erecting hurdles for catalogues or salesmen to jump every time they try to make a sale?

Harry Winn will sit up and take notice when he meets the A. A. N. Trade Mark. He'll rub his eyes.

National Conference

A national conference of fruit growers is to be held in Chicago, starting April 5. The call for the conference of fruit growers and co-operative fruit marketing associations is for the purpose of devising plans that will simplify and improve the marketing of all fruits produced in the United States, and has just been issued by the American Farm Bureau federation. It is the out-growth of a movement started by the American Pomological society at its meeting in Columbus last December, and brought to a definite conclusion at a conference between J. R. Howard, president, American Farm Bureau federation, C. H. Gustafson, director of the co-operative marketing division of the federation, and Samuel Adams, editor of American Fruit Grower and acting president of the American Pomological Society.

At the Columbus meeting the society appointed a ways and means committee whose duty was that of arranging for the appointment of officers and obtaining finances for the proposed marketing division of the society. This committee held a meeting in Chicago January 28 and 29, those in attendance being H. H. Hardle, G. H. Minich, Paul C. Stark, Frederic Cranfield, R. B. Cruickshank and Samuel Adams. Through the absence of Prof. L. H. Bailey on a prolonged trip to South America, the committee appointed Mr. Adams as acting president, and entered into a discussion of the possible duties and services that might be rendered by the marketing division of the society. Plans were made for the solicitation of funds that would enable the marketing division of function.

It is estimated that 100,000 grape vines will be planted at Arbuckle, Colusa Co., Cal., this spring.

More Nursery Stock Wanted Later

Asserting that Ohioans are paying "fancy" prices for western apples, while cheaper apples grown in the Buckeye state rot for lack of buyers, apple growers of Ohio are planning a vigorous campaign on behalf of the home-grown product. The first step probably will be the organization of a co-operative association similar to the "fruit growers' exchanges" of the west and south. Lawrence county, the principal apple growing county of the state, recently asked Thomas D. Phillips, chief of the state bureau of markets, to tell how they could market apples more successfully. Phillips showed the farmers full-page newspaper advertisements carried in Ohio newspapers by western fruit growers, bringing their fruit to the attention of the Ohio public. He advised the Lawrence county farmers to use the same kind of weapon.

Barren county fruit growers are planning extensive additions to their orchards according to reports received at the office of County Farm Agent J. O. Horning at Glasgow, Ky. More than \$15,000 worth of trees have been purchased for planting in the spring.

Who's Furnishing Nursery Stock For This Garden Spot?

Have Any American Nurserymen Branches in South America?

Allen Walker of the international trade department of the Guaranty Trust Co., New York City, says of his recent trip to Brazil:

What I saw was as illuminating as it was magnificent. No such fertility exists in the United States. I have traveled all over the West, South and Southwest of the States, I have been to the plains and plateaus of Canada, of Rhodesia; seen the Darling Downs of Queensland, Australia, the rich fields of New Zealand, and the

This Planter is Particular

A despatch from Nashville to the Smithville, Tenn., Review says:

"Cherry trees in the wrong proportion of varieties furnished Horace Rainey by J. C. Hale caused a suit to be filed in the chancery court yesterday morning for \$20,000 damages. Rainey is an extensive grower of fruit, and has made a lifelong study of the business. Several years ago he bought a tract for putting out cherry trees. Five years ago he planted 3,000 trees.

"The market duration of any one variety of cherry is about ten days, some early, some not so early and some late. In proportioning his cherry orchard Mr. Rainey wanted a long season to be secured by planting varieties ripening at different times. He made a contract with J. C. Hale for 1,000 each of Early Richmond, Montmorency and English Morello.

"When the trees leaved out he noticed some admixture of varieties, judging by the leaves. When, after five years, the trees were all bearing, he found, instead of 1,000 of each kind, 2,307 Early Richmond, 127 English Morello and only 38 Montmorency, with 389 of half a dozen varieties not included in the order.

"As the facilities for handling the cherry crop on his farm do not exceed a capacity for more than the product of 1,000 trees at one time he estimates the value of the orchard as it is at \$20,000 less than the value as he had planted it, and sues for that amount. He alleges that he has made many fruitless attempts to get Mr. Hale to come and inspect the orchard for himself."

\$10,000 For Squirtless Grapefruit

Ten thousand dollars was voted by the U. S. Senate last month to make the grapefruit squirtless.

When Senator Henry F. Ashurst of Arizona delivered a speech in which he told of successful experiments in crossing the tangerine with the grapefruit to reduce the latter's acidity, his colleagues, who have had many a day started wrong by a shot in the eye at the breakfast table, gladly voted the money asked to continue the "good work."

According to Senator Ashurst, a man may read his morning paper at the table with a sense of security if the new fruit is developed. Furthermore his napkin will not have to be used as a towel and a raincoat.

But the crossing of citrus fruits is only one of the experiments for which Senator Ashurst requested funds from the government and the senate finally appropriated a total of \$61,860 under this official heading: "Investigation of the psychology of crop plants and for testing and breeding varieties thereof."

In beginning his argument to have the appropriation increased from \$51,860, the sum carried to the house for that purpose, to \$61,860, Mr. Ashurst his colleagues in a generous mood by having a senate page pass a box of dates around on the Republican as well as the Democratic side of the aisle. The senate chamber took on the appearance of lunch hour in the restaurant.

"These are California dates," the senator began. "My modesty prevents me from sending around a box of Arizona dates. I have here a box of Smyrna figs, also raised in California. The trees on which they grow produce no fruit unless they are pollinated by a minute wasp."

Senator H. M. Dunlap, Savoy, Ill., thinks East Tennessee will become one of the leading apple-producing sections of the United States.

wondrous vegetation of India, and never anything to compare with the richness of verdure and harvest of the slopes, the hills and valleys of Brazil. They scratch the surface of the steep slopes and grow one crop on the one side of the hill—the side warmed by the morning sun—and another crop on the opposite side, where the heat of the sun's afternoon rays is not so great. The railroads cannot adequately handle the crop—freights, and new railroad projects only await easier money markets to tap the ever-increasing centres of cultivation.

The Way They Do It In England

The general secretary of the Horticultural Trades Association (in England) says:

The H. T. A. now consists of between 900 and 1,000 members of the Trade, and it is safe to say that there is not a single first-class Nurseryman or Seedsman outside it. The Scottish and Irish Nursery and Seed Trade Associations are affiliated to it, and there are 25 District Branches in various parts of England, in addition to the Central Office in London. Although the great Nursery and Seed firms are members of the Association, in many cases enthusiastic and hard-working members, the constitution of this Trade Association is singularly democratic and the voice of the "small man" is heard equally with the great firm.

A glance at the report for 1920 (a postcard will bring it to you) shows the definite results gained by the H. T. A. for the Trade in the spheres of the Government Legislation, (Foreign Competition, Labour (Hours and Wages), Railway Rates and Regulations, Prices and Terms of Trading, and the Royal Horticultural Society. It is impossible to go through the whole document here, but we think that the observer who reads this document will admit the results are striking, and that the Council of the Association is pre-eminently one that "gets things done."

The report hardly shows a tenth of the work of the Association for it is constantly getting hosts of minor and private grievances remedied for the ordinary member. Today a Nurseryman writes complaining that a private person is seriously competing with his trade and is not paying the Minimum Wage. Within an hour the H. T. A. Secretary is talking to the Central Wages Board Secretary on the telephone; within forty-eight hours a Wages Inspector is making enquires in that district; within a fortnight either the illegitimate competitor is out of the trade or is paying the minimum (and the back arrears) or he is summoned before the magistrate and fined. Or else a Seedsman writes complaining that the local railway officials are insisting upon some absurd procedure hampering to his trade. Within an hour we can communicate with the London offices of that railway, or with the Railway Clearing House, or the Ministry of Transport, and if the local officials are in the wrong (as they often are) we get the matter remedied. Ask our members!

The most difficult and dangerous work any Trade Association can undertake is the organization of prices—but at the same time it is one of the most beneficial in safe-guarding profits and raising the level of a Trade's prosperity. Ask members and non-members alike as to what the H. T. A. has done in this direction. They may criticize the prices (for which the H. T. A. organization is not responsible) in some cases—but they all admit the good general effect they have had on the industry. And this is significant—the severest critics do not ask the H. T. A. to stop issuing recommended prices at all. Surely that fact is eloquent!

One of this Council's decisions, which is likely to be of far-reaching importance in the near future, is its attempt to establish a Central Horticultural Arbitration Board for avoiding and settling Trade disputes, in conjunction with the Federation of British Growers' and the National Farmers' Union.

No organization can live, however, on past achievements, and the H. T. A. is very far from being what is commonly known as a "good old has-been." Its future promises to be even more useful than its past. The New Year will see Government Department Regulations checking the introduction of Foreign Diseased Nursery Stock, and the H. T. A. will have to ask, like Oliver Twist, for more, until unfair Foreign Competition and Auction Dumping cease to worry the Trade. The value of the new Regulation will largely depend upon the strictness with which it is administered, and it will be up to the H. T. A. to see that it is rigidly enforced. Then there is the coming Seed Trade Wages Board—which means more H. T. A. work and constant vigilance to see that the employees' Trade Unions do not raise wages above a fair level. Then there is the coming fight with the Railway Rates Advisory Committee over Classification, in which we shall be taking a hand; Government Inspection of Nurseries; a possible amalgamation with the British Florists' Horticulture; and the Standardization of Trade Terms to name

only a few of the important matters which will give our Council plenty of work in the early months of the coming year.

The annual convention of the American Rose Society, with almost a century to its credit and 3,000 amateur, professional and commercial growers on its roll, will be held during the show season of the Massachusetts Horticultural Society, in Boston, April 6-10.

Fruit growers of New York state, through the New York State Horticultural Society, asked the appointment of U. P. Hedrick as head of the Geneva Experiment Station to succeed Whitman H. Jordan who retires this spring after 25 years of service. Mr. Hedrick has been horticulturist at the Geneva institution since 1905.

The strawberry industry, which is becoming the chief crop in the Newbern, Tenn. territory, is being strongly financed by both banks in Newbern. The bankers are urging more acreage and will loan the farmers money in this section to increase the acreage. Strawberries are one of the most profitable crops that can be grown in this section and a largely increased acreage will be put out this year.

In Federal Court at Indianapolis, Ind., James F. Parrott, Vincennes, Ind., pleaded guilty to sending bogus orders for fruit trees to a Nursery concern in New York for which he received commissions amounting to \$37.61. He said he had been given a sentence of nine months at the penal farm for sending his 14-year-old daughter for whiskey, and that when he escaped from the farm he was caught and served eighteen months at the Michigan City prison for the offense. Judge Anderson took his case under advisement.

A. M. Brand, Brand Nursery Co., Faribault, Minn., addressed the Wisconsin Horticultural Society's recent meeting.

Courses of Nursery Training In Colleges

Are planned as the result of American Association of Nurserymen activity. A Committee on Nursery Training of that Association is co-operating directly with Agricultural Colleges in the establishment of such courses. Detailed information may be obtained by an applicant for such training by addressing the executive office of the Association, Princeton, New Jersey.

COMMITTEE : ALVIN E. NELSON, Chairman,
940 Marquette Bldg., Chicago, Ill.
HENRY HICKS, Westbury, N. Y.

THEODORE BORST, Boston, Mass.
RALPH T. OL'COTT,
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Evergreen and deciduous trees.
Sturdy, choice stock that can be depended upon
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Finest of Shrubs. Hardy native and hybrid Rhododendrons—transplanted and acclimated. Strong field-grown Perennials in great variety.



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SMALL FRUIT PLANTS

1200 Acres. "At it 25 Years"

We offer for spring, 1920, a good assortment of following stock, and will be pleased to submit prices on your want list.

Strawberries Blackberries Iris Spirea Asparagus Hardwood Cuttings
 Raspberries Dewberries Privet Rhubarb Horseradish Veiga Poplar

See wholesale list before placing your order

NEW CARLISLE, W. N. SCARFF & SONS OHIO

Make Yearly Contracts Now
For Trade Publicity in

American Nurseryman
American Nursery Trade Bulletin



GARDEN PRESS. Dept. F. Davenport, Iowa

The Flowering Crabs [Maluses]

The Flowering Crabs have few rivals among the gorgeous spring-flowering trees and shrubs. At the Arnold Arboretum one of the important events of the year is the blooming of the Crabs followed by the showy fruit.

Of easy culture, and planted singly or in masses give remarkable and quick results. While beautiful on the small lawn Flowering Crabs are used to the greatest advantage on a large scale in woodland and other mass plantings, as are Dogwoods and Hawthorns. No group of plants have greater value than the Maluses for enlivening open forest parks and country roadside; they present striking effects when planted on parking strips of boulevards or wide city streets.

BOXFORD NURSERY, EAST BOXFORD, MASSACHUSETTS, offers eight of the finest varieties. Flowering Crabs are quite scarce and orders should be placed early.

Special Descriptive List and prices on request. Address,

HARLAN P. KELSEY, OWNER,
Hardy American Plants,
Salem, Massachusetts.

SURPLUS LIST OF HIGH GRADE STRAWBERRY PLANTS

	Per 1000	Per 1000	
500 Premier	\$7.00	250 Chesapeake	6.00
500 M Big Joe	5.00	700 FORD	6.00
950 M Dr. Burrill	4.00	500 Nic Ohmer	4.00
900 M Dunlap	4.00	500 Lupton	6.00
500 Gandy	4.00	900 Missionary	4.00
500 Gibson	4.00	900 Klondyke	4.00
500 Parsons Bty	4.00	900 Progressive	6.00

500 plants, 1000 rate; less than 500 plants \$1.00 per 100.

Other varieties quoted on application.
Prompt shipment guaranteed.
Please send cash with order.

E. W. TOWNSEND & SON NURSERY
Salisbury, Maryland

SPHAGNUM MOSS

Best Quality, Dry and Clean

Well filled bales 10 to 100 bales. Standard size burlapped 95c a bale. Car lots 80c a bale.

Wired bales, regular size, 10 to 100 bales, 65c a bale. Car lots 50c a bale. Can ship at once or later as you wish. Cash with all orders less than car lots. Prompt service.

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Collected Seedlings and Clumps

Of Rhododendrons, Azalias, Kalmia, Leucothoe, Galax, Arbutus and other native plants, shrubs and trees of the Blue Ridge Mountains. Carlots of mixed Rhododendrons a specialty.

J. B. ANDERSON, Black Mountain, N. C.

"Nurserymen ought to be free to discuss trade topics not only as they come up in annual conventions, but throughout the year in the trade journals."—J. H. Dayton Storrs
Harrison Co., Painesville, O.

Federal Horticultural Board

Liberal Provision Made For Plant Introductions Under Quarantine No. 37.

In addition to the unlimited commercial entry which is permitted under Quarantine 37 of certain classes of plants, it is perhaps now generally understood that provision is made under Regulation 14 of this quarantine for the importation of all other plants whatsoever in quantities to meet any legitimate introduction needs.

In order to give a fair opportunity to secure necessary stocks for such purposes, the Board will issue to all applicants during the first two-year period of the quarantine special permits for any particular plant variety, new or old, unavailable commercially in the United States. In other words, such permits will not be refused to late-comers because permits for perhaps adequate quantities of the plant concerned have already been issued in the United States. In other words, such however, would seem to be sufficient to allow practically all plant propagators opportunity to stock up with unavailable plants. Thereafter the issuance of permits for such plants will be made absolutely dependent on a showing of need and of commercial unavailability in the United States. It should go without saying that this provision will not restrict the issuance of special permits for the importation of new horticultural creations or discoveries.

This decision of the Board is to correct a situation which had arisen in the administration of the quarantine where permits were being refused with respect to plants for which entry had previously been authorized and it was felt that it was better to give all fair opportunity, for a definite period, to secure any of the plants which had once been authorized, rather than to arbitrarily stop the issuance of permits perhaps after only a few individuals had secured the plants in question, under the belief that sufficient stock of these plants had already been imported.

Importers and the public probably now fully understand that importations under special permits are only for reproduction purposes under the control of the Board and subject to such inspection from time to time as the Board may require.

In this connection it may be a matter of interest to state that special permits under Regulation 14 have been issued authorizing importation of approximately 5,000 different varieties of plants! Many of the varieties have been included in many different permits and the importation of some of them, notably in the case of bulbs and bulblets, has been authorized in very large quantities. Since the quarantine was promulgated some 650 permits have been issued for the entry for this purpose of the so-called "prohibited plants." These permits authorize the importation, if they can be found for purchase abroad, of upwards of 16,000,000 plants, including bulbs and bulblets, and also several hundred thousand ornamentals and other plants! Importations made under these permits are now being successfully propagated and reproduced in hundred of establishments in some twenty-five different states.

The policy of the Board and Department has been liberal as to the amount of plants which may be imported under these permits with the intention of giving ample opportunity to establish reproduction enterprises

on as large a commercial scale as the market demands of this country warrant, and with the object of eliminating as rapidly as possible the dependency on foreign supplies and thus attaining the main purpose of the quarantine in greatly lessening the risk of entry of new plant pests.

Imported Plants Must Be Inspected at Time of Packing and Washed Free from Earth

March, 11, 1921.

The Board has found it necessary to cable the following instructions to foreign inspection officers:

Hereafter inspection must be made at time of packing and must certify freedom from pests and that roots are washed free from earth.

The requirement of inspection at the time of packing has been necessitated by the abundant infestation with brown-tail moth and other insect pests found notably in shipments of rose and fruit stocks from France, indicating perhaps that the inspection had been of a field nature earlier in the season and did not necessarily apply to the material at the time of packing. News statements have been issued relative to the situation. The actual findings of brown-tail moth nests for example up to this time have amounted to 86 nests, substantially double the infestations found in the previous eight-year period under the quarantine. A radical improvement in the French inspection service and in the condition of imported stocks must be made or the Department will be compelled to place an embargo on French importations.

The requirement that roots of ornamentals and other plants shall be washed free from earth has been necessitated by the various degrees of compliance by foreign exporters with the provision of the regulations. Many importations have come in with practically no effort at freeing the plants from earth. In aggravated cases the earth came in cubes as lifted with the spade. All shipments which have shown radical failure of observance of this requirement of the regulations have been and will be refused entry. To properly enforce this requirement of the regulations and to leave no chance for question, hereafter all rooted plants and plant roots other than clean bulbs will be required to be washed free from earth before shipment from the country of export and to be so certified by the foreign inspector along with the certification of freedom from insect pests and plant diseases.

That such washing of plants is a perfectly possible proceeding has been frequently demonstrated on the part of shipments notably from Japan. These shipments have included such plants as azaleas, for example, which have a very dense, fibrous root system. Large shipments of such plants have been received with the roots thoroughly washed and re-bound in bunches of moist sphagnum and thus prepared these plants have come through in perfect condition; in much better condition, in other words, than where an effort has been made to free the earth from the roots merely by shaking and then protecting them with a scanty and often indifferent packing of sphagnum or other material.

These requirements as to inspection and certification apply to all shipments from countries which have provided for inspec-

tion and certification in conformity with the requirements of the plant quarantine act; in other words, both to general and special permit material. The requirement as to freeing the roots of plants from soil by washing applies to all countries.

The authorizations which have been issued from time to time for the use of subsoil, dune sand, coral sand (Bermuda), and ground peat for the packing of bulbs is not affected by this action (See HB-132). Such packing is, however, not authorized for plants other than bulbs.

C. L. MARLATT,
Chairman, Federal Horticultural Board.

UNITED STATES DEPARTMENT OF AGRICULTURE FEDERAL HORTICULTURAL BOARD, WASHINGTON,

March 10, 1921.

Sterile Packing Material For Packing Bulbs
Authorized

The Board has authorized from time to time various packing materials for bulbs. Notifications of such authorizations were given at the time of issuance to the countries and inspectors concerned and were later brought together and published in the Service and Regulatory Announcements for January-April, 1920, pp. 34-5. This statement from the S. R. A. is now reissued in the form of an H. B. Letter for use in correspondence. Such packing is not authorized for plants other than bulbs.

Amendment No. 1 to Quarantine No. 37 provides that the requirement as to freedom from sand, soil, or earth shall not apply to sand, soil, or earth used for packing the articles enumerated in item No. 1 of Regulation 3 when such sand, soil, or earth has been previously sterilized in accordance with methods prescribed by the Federal Horticultural Board under the supervision of an authorized inspector of the country or origin, such sterilization to be certified to by the duly authorized inspector of such country of origin. With respect to this amendment, the Board has authorized the use of certain materials as fulfilling the requirement of sterilization, such materials, however, to be subject to certification as to compliance with the required conditions, by the duly authorized inspector of the country of origin. The following substitutes for sterilized soil have been authorized:

(1) **Subsoil from Japan.** The authorization of the use of subsoil from Japan was based on the results of an investigation made by the Bureau of Plant Industry of this department, which indicated that unsterilized subsoil contains less organisms than loam or top soil, even after the latter has been submitted to the standard processes of sterilization. The conditions of the use of such soil are indicated in the paragraphs quoted below, which were submitted for approval by Dr. S. I. Kuwana, director of the imperial plant quarantine station, Yokohama, Japan:

All soil used in packing bulbs to be shipped to the United States to be collected and handled under the supervision of the director of the imperial plant quarantine station at Yokohama, Japan.

The director of the imperial plant quarantine station will certify that the soil used in packing is subsoil taken from two to three feet below the surface; that it has been

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NURSERY TRADE BULLETIN

sieved, sifted, dried, and stored so as to prevent contamination by insects and diseases, and that no dangerous insects or diseases are known to occur in the locality where the soil is secured.

(2) **Dune sand from Holland.** On representations made by Mr. N. Van Poeteren, chief of the phytopathological service of Holland, the Board has authorized the use, when properly certified, of dune sand taken from a depth of five feet or more from the surface.

(3) **Coral sand from Bermuda.** Similar arrangements have been made for the use of unsterilized coral sand uncontaminated with surface soil for use in packing bulbs shipped from the Bermuda Islands when properly certified by the director of agriculture of those islands.

(4) **Ground Peat.** The use of ground peat for plant packing has been authorized by the Board. Peat as commercially mined can be considered as substantially sterile with respect to infestation with plant diseases or other plant pests. For packing and greenhouse use it is dried, ground up, and powdered, and in this condition can undoubtedly safely be used as packing for bulbs and its use in such condition for this purpose has been, therefore, authorized.

C. L. MARLATT,
Chairman, Federal Horticultural Board.

Too Early for Tree Strawberries

The Tampa, Fla., Tribune says under date of March 1st:

"Any time during March is a good time to plant tree blueberries," said W. B. Hoyt of the Southern Blueberry Company of this city, which has an office in the Stovall building, last evening. "There is nothing which will respond better on raw land than tree blueberries," he continued, "especially if a small quantity of sour muck or leaf mould is put about the roots of the tree when planting. The first year after planting the orchard tree blueberry yields a nice crop of fruit, and the second year there is a nice return for the money expended."

Considering the fact that they yield returns so quickly and the further fact that they require no spraying and no pruning, they are one of the best fruit investments that has come to my attention in a good many years. You can dig holes in raw, uncleared land, plant your tree blueberries and then clear the land at your leisure, putting in a garden between the rows year after year. Last year in this city blueberries brought as high as forty cents a quart. In ten years they have seldom sold under twenty-five cents a quart, and the demand has always been greater than the supply. Now is the best time to plant for best results. One party near Lakeland will plant an acre of tree blueberries next week, having already planted more than an acre this month.

Tree blueberries planted last March near Oldsmar will have a nice yield of fruit this year. You can't beat them for quick returns."

A Source of Farm Labor

Not entirely out of luck among the thousands of unemployed wage earners in the cities is the man who was raised down on the farm. He can step out of the ranks of the jobless and go back to the comfortable, if unexciting, occupation of farm hand at a reasonable and assured wage. While forced to turn away thousands of men who work with brawn, brain, or mechanical skill, the New York State Public Employment Bureau at Buffalo daily directs many farm workers to employment in the country. College trained executives, wizards with pen and pencil, skilled artisans and craftsmen find no market for their services, while any man who really knows the how of farm work can shake hands with a job at the State Bureau.

Say you saw it in AMERICAN NURSERYMAN

IBOLIUM PRIVET

THE NEW HARDY HEDGE

8 yr.
Ibolum Privet
Resembles California
Hardy as Ibota

Dormant Summer Cuttings \$15 per 100.
All larger grades sold.

BOX BARBERRY

Summer frame cuttings \$25 per 1000
FOR LINING OUT.

10 Samples post-paid for 50c.

SURPLUS: Am. Hemlock, Pin Oak, Gingko,
Red Maple, Japan Iris.

Hard wood cuttings for greenhouse bench propagation \$7.50 per 1000. READY NOW.

THE ELM CITY NURSERY CO.

Woodmont Nurseries, Inc.,

NEW HAVEN, CONN.

Buy Box-Barberry and Ibolum Privet of the
introducers.

SPHAGNUM MOSS STANDARD SIZE

Wire and Burlap Bales, also Bulk

Make arrangements now for your summer and fall supply. Prices right. Write

HANS E. PEDERSEN Warren, Wise.

PEACH TREES

Fine Trees Standard Varieties

A share of your trade solicited

W. T. Mitchell & Son, BEVERLY OHIO.

Norway Spruce and White Pine

For lining-out or retail sales.
12-18 In. XX. each. 11c. per M., 10c. per 5M
18-24 In. XX. each. 16c. per M., 15c. per 5M
Strong, twice transplanted stock.
Samples on request.

Scotch Grove Nursery, Scotch Grove, Iowa

Strawberries

Summer and Fall Bearing
Headquarters for Strawberries and
Fruit Plants of all kinds. Raspberries,
Blackberries, Currants, gooseberries, Grapes, Fruit Trees,
Roses, Shrubs, Eggs for Hatching,
Crates, Baskets. Catalog free.
L.J. Farmer, Palatki, N.Y.

FOR SALE

One Ilgenfritz plant "Firmer,"
brand new, will sell cheap.

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Terre Haute, Ind.

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Including publication in both AMERICAN NURSERYMAN and AMERICAN NURSERY TRADE BULLETIN.

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No matter what periodical you are taking, AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Brimming with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERY MEN.

RID-OF-RATS

The killing of one single Rat or Mouse now, may mean the destruction of a whole brood. Spring and Summer are the seasons when they breed and propagate. Rid-of-Rats is Non-Poisonous and can be used anywhere without risk. Send for full information on Rid-of-Rats and our other products. It is interesting reading matter.

THE BERG & BEARD MFG. CO., INC.
100 Emerson Place Brooklyn, N. Y.



The Replacement Evil

The following article was sent for reading at the recent annual meeting of the New York Nurserymen's Association, but it arrived too late for that purpose:

"Fellow Nurserymen:—Allow me to take up just a little of your valuable time in discussing the subject of free replacing of Nursery stock. The question arises whether it is good policy for us Nurserymen to replace, indiscriminately, trees that fail to grow the first season.

"I believe that none of us Nurserymen will argue the question or the justification of replacing trees free of charge or refunding money paid, where the Nurseryman is to blame. However, when it comes to a point where the blame for losses in Nursery stock after planting rests with the customer, can we Nurserymen afford to gamble on conditions arising through carelessness in cultivation, exposure and neglect, poor planting—often crowded in small holes, improper pruning, injury done by domestic animals, and through carelessness in cultivation, or where the stock is planted on hard, heavy and dry soils?

"The writer has had a full lifetime experience in the pursuit of the retail Nursery business, having for a period of fifteen years tried out the system of replacing, free of charge, changing later to replacing at half price and afterwards, since ten years, entirely quitting the practice of replacing free of charge, excepting in cases on account of delays or other causes where the losses could be traced to our firm being at fault.

"Under our present system we actually find that we are making more friends by occasionally giving our customers a tree where one dies, although we had not obligated ourselves to do it, when the order was taken. We find that under this plan our customers are generally satisfied. Whereas, under the old plan of replacing free of charge they seemed never to be satisfied and we were always kept under obligations to them more or less, especially with the careless planter. Under the old plan we have often found that the careless planter, and especially one who would be inclined to be a little bit tricky, would call for replacements of the same trees several times over.

"In an exchange of correspondence with some of the retail Nursery firms, it was mentioned that it was easier to get agents to sell Nursery stock where the same agreed to replace free of charge and, also, because it offered inducements for the customer to place an order. Are we not lowering the standard of the Nursery business by submitting to such unreasonable terms? Are we not actually spoiling the good qualities

of agents by permitting them to replace indiscriminately and encourage an incentive to make unreasonable promises and to do things beyond their jurisdiction? Is it not a temptation for the agent to replace many things that should not be replaced?

"If the policy of free replacing by the retail Nurserymen is advocated, does it not stand to reason that the wholesaler, the mail order Nurserymen and florists would eventually be obliged to fall in line and do the same thing?

"Shall the Nursery business endure? Shall it occupy an equally high standard with other industries of this country? Are not our productions among the most useful and beautiful of all things produced?

"If the Nursery business of this country is to prosper, we must not only cease to invent obstacles that will prevent the progress of the Nursery business; we must aim to build up a better standard.

"We must not only cease to encourage careless planting, we must educate our clients to plant carefully so as to prevent losses.

"We must not only cease to educate our agents and clients in the thought that our goods are a cheap article and that we can afford to give away things, we must teach them not to make unreasonable promises for which we are not responsible.

"We must not only cease to impress the client with an unreasonable obligation we are to carry in the practice of replacing free of charge indiscriminately; we must encourage a policy that will put the stamp of quality on our goods and enhance the character of the Nursery business.

"Would a doctor guarantee to keep a man well for a year after collecting a large fee? Could a man afford to give a guaranty when selling a horse that it would keep in good healthy condition for an indefinite time?

"Gentlemen, I sincerely hope you will find time to discuss this vital and important question during your deliberations at this meeting, so that the matter may be taken up again at the convention next summer."

CHARLES E. GREENING.

Monroe, Mich.

The executive committee of the California Association of Nurserymen is now issuing a quarterly bulletin to members, detailing such information and suggestions as in their judgment possess an interest and an importance to the welfare of the commercial plant business, and dealing with transactions of the association through its governing officials. The bulletin is also designed as a free forum in which members are invited to discuss in a brief and businesslike way any problems and practices affecting the nursery business. The committee consists of Fred H. Howard, chairman, J. E. Bergtholdt, J. D. Meriwether, E. B. Washburn, Max J. Crow.

President Stark's Position

[From March Issue A. N. T. Bulletin]

Editor American Nurseryman:

I hardly know just how to answer your request regarding the publicity policy of the American Association, for I presume you want this matter for publication, and it is my belief that it is a matter which should be given no publicity at this time outside the Association membership.

Without going into details, the situation seems to be that most of the concerns who originally belonged to the Market Development Association, on whose letterhead I find the following slogan: "A Co-operative National Campaign to Create New Business for Nurserymen"—do not feel that the funds assigned to Market Development by the American Association should be used for the advertising of the trademark to any extent, in fact, a great many, if not most of them, believe that the trademark in its present form is, to say the least, misleading, and not only places the membership of the American Association in the wrong light, but may inadvertently do honest nurserymen who are not members of the Association an injustice, by presuming (only by inference, of course), that all the honest nurserymen belong to the American Association of Nurserymen.

However, most of the members do not want to spend their money for advertising the trademark, but desire to have it used for more direct efforts to obtain new business. In other words, to stimulate and broaden the demand for nursery products rather than to stabilize and uplift the reputations of the members of the Association in the public mind.

At this time, and in view of the circumstances which do exist in the Association, I believe it very unwise to give any additional publicity to the matter. Briefly—such action might—in fact, may—split the Association wide open, and those of us who have worked so long and so hard to put this Association on a progressive plane, would regret to see all our efforts thrown to the winds simply because of this trademark matter, which to say the least, is of minor importance.

LLOYD STARK,
President A. A. N.

No person or firm interested in any way in the sale of trees or shrubs, flowers, land or fruit, or any trade supplies is in a position to dictate the policy of this publication. American Nurseryman is the only Nursery Trade Journal of which this can be said. Say you saw it in "American Nurseryman."

If it relates to nut culture it ought to be in AMERICAN NUT JOURNAL. Please send it in.

J. H. Skinner & Co., Topeka, Kansas

Offer for early Spring shipments:

Apple Trees, 2 yr. Keiffer Pears, 1 and 2 yr.
Peach, 1 yr. Gooseberries, 1 yr. Strong plants.
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SHADE TREES—Ash, Elm, Maple, Sycamore, Honey Locust, American Chestnut.

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A considerable quantity of English Beech, Oriental Planes, Catalpa Speciosa, White Dogwoods, American Elms, Horse-chestnuts, American Judas, Koelreuterias, American, English and Silver Lindens, Norway Ash Leaved, Sycamore, Silver and Red Maples, Pin Oaks, Red Oaks, Salisburias, Lombardy Poplars.

Many of the above can be supplied in heavy caliper.
Write for particulars and prices.

The Rakestraw-Pyle Co.,

KENNETT SQUARE, PA.

Expansion Not Reconstruction

(Continued from page 83)

be millions and millions of those forest plants needed? Then the government of the state will have to grow all and more of this stock, because it cannot be obtained from Nurserymen in sufficient quantities or in the desired varieties. True enough, we have one of the best and most up-to-date establishment right here in Illinois and there are Nurseries in the East specializing in forest plants but whenever this country goes on reforestation there will be a tremendous shortage of stock, even if Mr. Hill should enlarge his business ten times its present size. Now would it not be worth while to investigate the matter and if there is the possibility as I believe there is, go after this business, produce the plants and then come to the front and say: here we are; we are citizens, we are businessmen, we are taxpayers, we employ capital and labor, we are entitled to this business, the country needs our plants and no municipality could grow them better nor cheaper.

What This Would Mean

That same magazine of the Forestry Association in the January number stated that there is a plan under way which is receiving the hearty indorsement of highest authority in the country, to plant systematically forest shade trees on all the roadsides in the United States. Now, let us stop to think what that would mean to you. To begin with, the state of Illinois will build in the next few years four thousand miles of state highways. Approximately eight hundred miles are built or nearly finished already. Planting on both sides of the road at fifty feet distance would require over one million trees. This would look to be a simple matter if it was not a fact that there is no space of any kind provided for tree planting on our highways and you cannot plant those trees in the road ditch. The

first thing of all to do would be to get in contact with the proper authorities and try to get a change in the construction or at least in the lay-out of the roads, so as to provide for the right kind of space for tree planting.

Now why should the Illinois State Nurserymen's Association concern itself about this? To sell that million of trees? No sir: The Nurserymen would sell those trees anyway, no matter who plants them; provided that they had that amount of trees of the right size and in varieties desired. It may even be necessary that some trees especially fitted for that purpose would have to be grown.

The Nurserymen of the state should not only stand behind this project in a body; they should take the lead and give Illinois something the coming generations can be proud of. I have in mind something aesthetic, something above the ordinary, by systematically beautifying the country, to make it healthier and more comfortable to travel those roads and at the same time do a part of reforestation. In order to accomplish this, this work deserves your most careful study. If it is left to the indifferent uncertain, unsystematic and unconcerted action of different contractors, it will more or less become a hit or miss affair, and to my mind this would rather reflect in a bad way on the Nurserymen of this state. The State Association should not pass up the opportunity.

In the Country at Large

Now I have spoken of Illinois only; but the article in American Forestry stated that the plan was to plant systematically all the roadsides in the United States. Do you know that there are two million seven hundred and fifty-three thousand miles of highways in the United States, which when all planted would require about five hundred seventy-eight million of trees?

Gentlemen: There are immeasurable possibilities in store for the Nursery business. Some of them may not materialize in the immediate future; but they will come eventually. Some may need a little help on your part, but in general it is up to you to take advantage of the pending opportunities, not only in producing the right kind of stock, but also by coming before the public in the proper way and at the right time; have the people interested in the goods you are producing and selling and you will find that this is the right way of expansion.

I need not remind you, that here in Illinois you have the best soil, the best climate for growing hardy trees and plants and also the best transportation facilities and if Illinois is the logical business center of the United States, let us all work together and let us strive to make Illinois the center of the Nursery business in the United States.

Out for 2,000

The Florida State Horticultural Society has set its goal at 2,000 paid up annual members and 100 patron members by the time the annual meeting is called to order in Miami on April 2. Frank Stirling of Gainesville is chairman of the annual membership committee and associated with him are Russell Kay of Tampa; C. H. Thompson, Winter Haven; C. K. McQuarrie, Gainesville; Irving J. Thomas, Cocoanut Grove; and J. S. Rainey, Miami. The society already has 1,600 annual members, so the securing of 400 new members at \$1 each will put the committee "over the top."

Every time the bottom drops out of cotton and tobacco markets our farmers turn to their old-time friend, the strawberry, says the Covington, Tenn., Leader. And that is what they are doing in this community right now—talking strawberries. Some of them are going to more than merely talk, too—they are making plans right now to put out several acres each.

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LITERATURE



An English Book On Apples And Pears

Pomology is to be enriched by a new manual on varieties of hardy fruits. The author is Edward A. Bunyard, the well-known English pomologist and editor of the *Journal of Pomology*. The work is promised in three volumes, the first to be entitled, *Apples and Pears*;† the second *Stone Fruits* and the third, *Bush Fruits*. The book on apples and pears is out of press, and from it one sees at once that these hand-books are to be valuable for fruit-growers on this side of the Atlantic, as well as the other.

All acquainted with Mr. Bunyard's many contributions to pomology will agree that no one is better fitted than he to undertake the task he has set for himself, the beginning of which is so satisfactorily accomplished.

The work is designed, as the author tells us, to fill the place formerly occupied by Dr. Hogg's *Fruit Manual*, long since out of print. The information in the first volume is set forth in popular form, the descriptions being readily understood by a layman, and in a book of most convenient size and weight, but at the same time fullness and accuracy of description have not been sacrificed. The descriptions include all of the important characters of fruit, wood and leaf, and the synonymy and history of the variety. The author is to be congratulated upon having the happy faculty of presenting in the fewest possible words a complete pen picture of the fruits he describes.

In the present volume only apples and pears generally cultivated in England are included. Of the apples there are about 700 names, nearly half of which are synonyms. The pears number 150 odd, with about 100 synonyms. The difference between the fruit-lists of England and America was never better shown than in the varieties of apples listed. Not more than a score of the several hundred apples grown in America are described among these 300 English sorts. The apple floras of the two continents are diverging at a rapid rate, for in Hogg and Downing a generation ago the proportional number of varieties growing in the country was much greater than now. Not so with pears. America is still indebted to Europe for most of her pears.

The keys for the classification of varieties, whereby the identity of unknown fruits may be traced, are easily used and most helpful, although not wholly satisfactory, as keys never are. Apples are grouped in seven divisions based on external appearance of the fruits, the groups being further divided as to season and form. The main division of pears are those of the seasons, further grouping being the same as with apples. The classifications and descriptions are so written as to show well the variations which came from soil, climate and the vagaries of environment.

One wishes that the author could have included illustrations which may be very helpful in studying varieties. However, unless well made, illustrations are often worse than useless, and no doubt the limits set for size and cost of the handbook precluded first class illustrations. To take the place of illustrations, references are given to the best color-plates to be found in standard pomologies.

The author is to be congratulated on hav-

†. A hand-book of Fruits: Apples and Pears. 205 pp. 8 vo. London, John Murray. Price \$1.88.

ing been inspired with the happy thought of beginning a work so much needed, and upon having completed so well the first part having to do with the most important of the fruits. American as well as European fruit-growers will find this new manual of varieties, the only English pomology for a generation, most helpful in enlarging their knowledge of apples and pears.

U. P. HEDRICK.

The Commercial Apple Industry of North America—By J. C. Folger, assistant secretary International Apple Shippers Association, and S. M. Thomson, formerly fruit crop specialist U. S. Dept. Agr. Cloth; 8vo., pp. 466; illustrated; \$3.65 postpaid. New York: The Macmillan Co.

This is another of the Standard Rural Science Series, edited by Dr. L. H. Bailey, Ithaca, N. Y. The rapid growth of the commercial apple industry calls for thoroughly up-to-date information. In collecting material for this work, the authors have visited practically every important apple-growing county in the United States; first in connection with a special investigation of the cost of producing apples in important regions, conducted by the Office of Farm Management, U. S. Department of Agriculture; and later as Fruit Crop Specialists engaged in organizing a system for estimating the commercial apple crop of the United States. They were impressed with the need for this kind of book, as the many published works on the apple have not dealt systematically with the commercial phase of apple growing which only recently has become a well-defined industry entirely separate from the home orchard.

The scope of the book is suggested by the chapter headings: I. Importance and History of the Apple Industry. II. Leading Apple Regions of the United States. III. Commercial Apple Production in Canada, Australia, and New Zealand. IV. Locality and Site for the Commercial Orchard. V. The Farm Management Phases of Apple Growing. VI. Establishing the Apple Orchard. VII. Cultivation of the Orchard. VIII. Irrigation. IX. Fertilizing the Commercial Apple Orchard. X. Diseases and Pests of the Apple and Their Control. XI. Fruit Setting and Pollination. XII. Renovation of Old Orchards. XIV. Handling the Crop. XV. Marketing and Storage. XVI. Yields. XVII. By-Products of the Apple Industry. XVIII. Cost of Production XIX. Varieties of Apples.

Cottage Gardens Nurseries

On March 3rd, the directors of Cottage Gardens Nurseries, Eureka, Cal., founded by the late Charles Willis Ward, elected Major R. S. Eskridge a director of the company and president.

The election of Major Eskridge is the first step in the plan to reorganize and refinance this company and continue and expand its business. When its finances are in good shape it is hoped that David S. Ward will become president and actively direct the conduct of the company's affairs.

In speaking of the company, its affairs and plans, Major Eskridge said:

"In spite of all its trials and tribulations Cottage Gardens Nurseries has survived and is today in wonderful physical condition and the pride of horticulturists of California, as well as the backbone of the ornamental landscape business and the florists of the Pacific slope. Nowhere else in the West and in but one place in the East can be found any producing stock of azaleas and certain varieties can be found nowhere except at the company's Eden plant. These azaleas are not more than one hundred thousand produced in the United States per annum while the demand runs into the millions. None can now be imported from Belgium, Japan or any other country on account of a plant embargo enforced by the government of the United States. Prior to this embargo there were imported and sold, in the United States, more than three million azaleas annually. From its present stock Cottage Gardens can propagate and produce for sale in the course of time, several hundred thousand plants per annum.

"Another specialty is the rhododendron, of which Cottage Gardens has a splendid stock, and will in time be able to supply

part of the Pacific coast demand. Other ready selling products are begonias and gloxinias.

"In the future it will be the policy of the company to produce only the plants which it, and no other nursery, controls and it will do away with the propagation of those products which can be grown by other nurseries, in competition with it, though there are many varieties of plant life which can be raised here, in Eureka as nowhere else on account of the climatic and soil conditions existing here.

"The policy of the company will be to centralize here at the Eden plant and to give up the conduct of the bulb farm, which has always been a losing proposition, not because it was wrong in its conception but because Charles Willis Ward undertook bulb raising on such a tremendous scale that he could not procure money enough to successfully carry it on. As soon as the San Jose branch can be sold out the company will devote all its energies to creating a nursery and a business that the people of Humboldt county will be able to point to with pride, an industry whose payroll now amounts to between 70 and 80 thousand dollars per annum and whose product will be sold in every large city of the United States.

"There is under consideration now, the change of name from Cottage Gardens Nurseries to some name which will have greater advertising value to Eureka such as the Eureka Nurseries of Humboldt County. Any suggestions for a new name will be gratefully received by the president of the company."

When Major Eskridge first took hold of the tangled web of Charles Willis Ward's finances he realized that, without money or credit, Cottage Gardens Nurseries was doomed and with its destruction would follow a loss of some \$350,000.00 to creditors as Mr. Ward and Cottage Gardens Company at that time owned approximately \$550,000.00. There was no money to pay for labor or water and the nursery stock was dying at the rate of \$3,000.00 worth a day. "While loans were being negotiated," said Major Eskridge, "the workers stuck and worked without pay, which is still owing them, and the creditors of the company refrained from taking possession of the nursery and allowed the company to attempt to work out its salvation." Major Eskridge, with the consent of the creditors given in open court, had appointed, through a suit brought by Oscar Knudsen, a receiver for the care and preservation of the perishable nursery stock and Judge Murray allowed the receiver to issue certificates in the sum of \$25,000 to carry out this purpose. As a result of this action the nursery stock was saved and now furnishes the foundation on which the company expects to build a business which will not only reward every creditor for his patience and forbearance, but will make Cottage Gardens Nurseries one of the largest advertising mediums as well as one of the largest business concerns in Humboldt county, for there is practically no limit to which Cottage Gardens will grow, when on its feet financially.

The present almost marvelous physical condition of the nursery and plant life, which David Ward says could not be better, is due largely to the skill, energy and dogged perseverance of G. Vanden Abeel, popularly known as Mr. Van or better still as "VAN."

It is through the efforts of Major Eskridge that the Ward timber, on the Klamath river has been sold and it is from the sale of this timber that the debts of the Ward estate will be paid, and enough money it is hoped will come, to pay some of, if not all of the pressing debts of the company and start it on its way to success.

The Bloodgood Nurseries, Flushing, N. Y., says: "Trade Mark of no value at present; nor will it be until they clean house."

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